

# Costco Power BI Dashboard

This Power BI dashboard provides a comprehensive analysis of Costco's sales performance, visualizing key business insights like revenue, profit, orders, product sales, and regional performance.

## Features

- Sales Overview - Displays total revenue, profit, and order trends over time.
- Regional Performance - Revenue and profit distribution across different regions.
- Product Analysis - Highlights top-selling products and their contributions to revenue.
- Order vs. Target - Compares actual vs. target order performance.
- Revenue Segmentation - Breakdown by Consumer, Corporate, and Home Office categories.
- Interactive Filters - Enables analysis for different years.

## Tools & Technologies

- Microsoft Power BI - Data visualization & analysis
- SQL - Data extraction & transformation
- Excel - Data preprocessing

## Key Insights

- Revenue & Profit Decline - The dashboard indicates a 76.9% drop in profit compared to last year.
- Top Performing Regions - The West region has the highest revenue and profit share.
- Best-Selling Products - Items like MacBook Air (M1) and Apple Watch Series 6 generated significant revenue.
- Order Performance - Orders are below the target of 20K, indicating areas for improvement.

## Contact

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