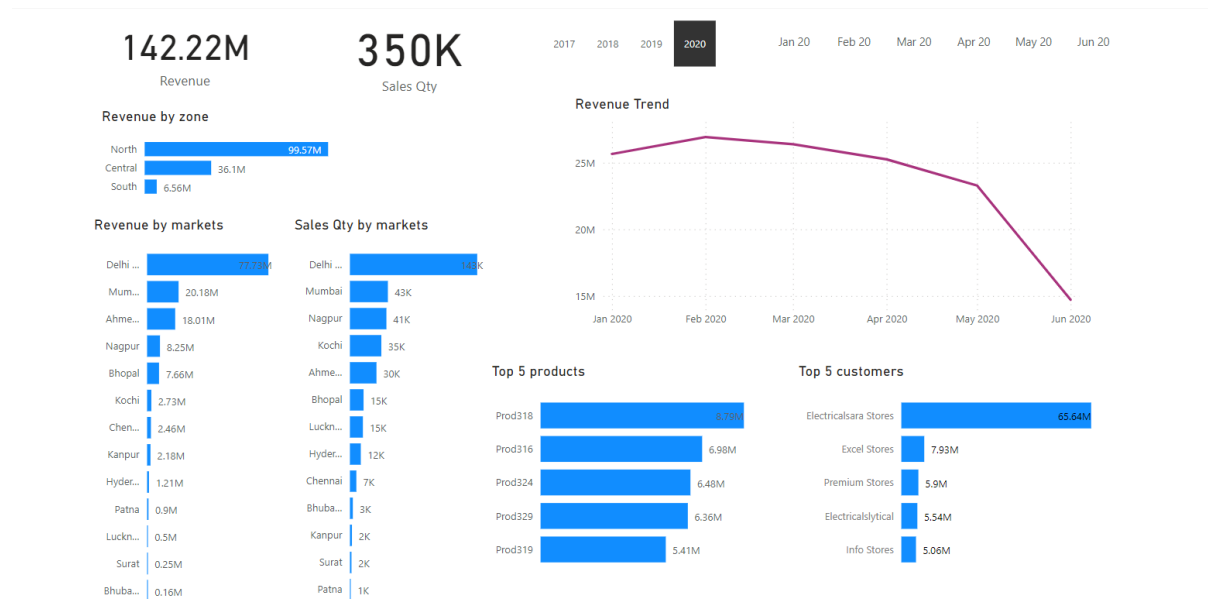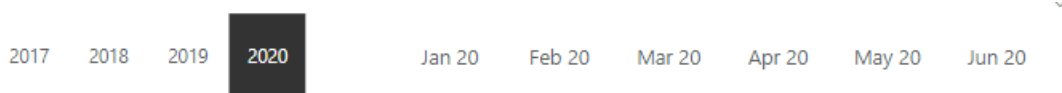Power Bi Project

Sales_Insights

Explanation of each visualizations

1. This slicer below represents the transaction year and it's months.
   User able to select year. The month will populate based on the year selected.
   User can either view the data by month by selecting the month as well.
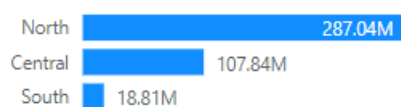

2. These are two separate cards which displays the revenue and sales qty for this data.
   So, based on the selected year above, there are 142.22 M of revenue in the year 2020.
   There are also 350K quantity of products sold in the same year.

3. This bar graphs shows the revenue by India's zone. Revenue is shown in million here.
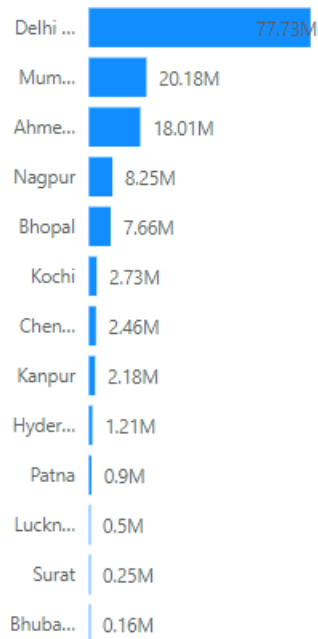
As per the graph above, North zone contributes the highest revenue followed by Central and South in 2020.

4. This is bar graph showing revenue by markets in million in descending order.
   In 2020, Delhi seem to be giving the highest revenue whereas Bhubaneswar gives the lowest revenue.

Revenue by markets

Market	Revenue
Delhi ...	77.73M
Mum...	20.18M
Ahme...	18.01M
Nagpur	8.25M
Bhopal	7.66M
Kochi	2.73M
Chen...	2.46M
Kanpur	2.18M
Hyder...	1.21M
Patna	0.9M
Luckn...	0.5M
Surat	0.25M
Bhuba...	0.16M

5. This is a bar graph showing sales quantity by markets(states) in India.
   The sales shown here are in thousands.
   Delhi which had highest revenue have the highest sales quantity as well in 2020.
   Interestingly, Bhubaneswar which gave the lowest revenue is not having the lowest sales quantity as I expected.

Sales Qty by markets

| Market	Sales Qty
Delhi ...	143K
Mumbai	43K
Nagpur	41K
Kochi	35K
Ahme...	30K
Bhopal	15K
Luckn...	15K
Hyder...	12K
Chennai	7K
Bhuba...	3K
Kanpur	2K
Surat	2K
Patna	1K
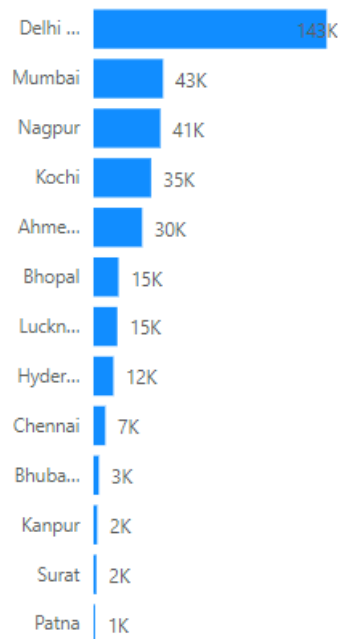
6. The line chart below displays the Revenue by year and month.
   In 2020. The revenue is seen to be increasing from January till February. Then revenue reduces till Jun 2020.

Revenue Trend
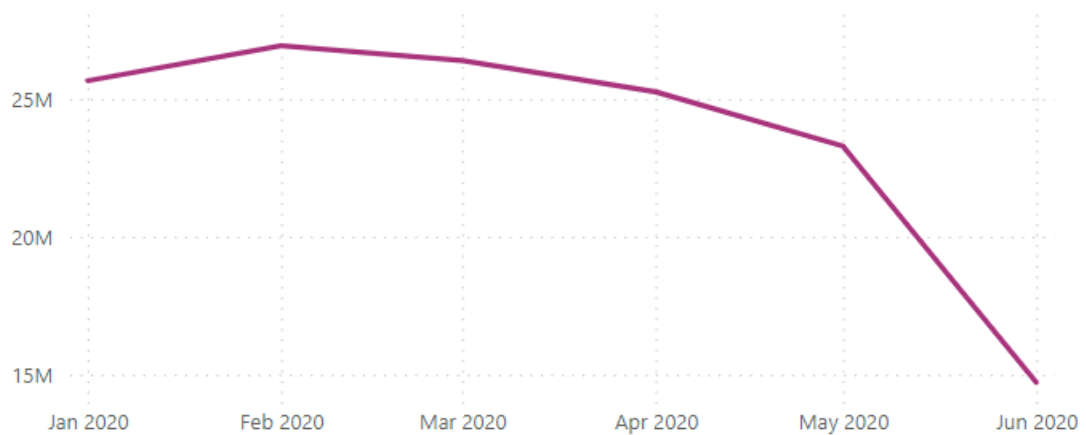
7. This is horizontal bar graph displaying top 5 products sold. It displaying product code and revenue in millions.
As per the graph, Prod318 is the most sold product in 2020.

Top 5 products

Product	Revenue
Prod318	31.38M
Prod316	24.63M
Prod324	18.4M
Prod040	13.42M
Prod334	13.34M
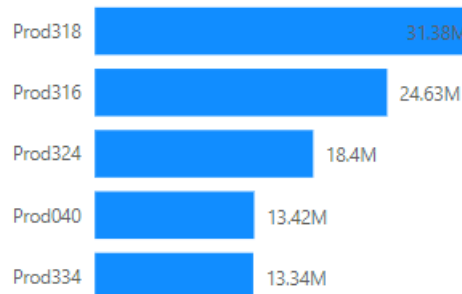
8. The below bar graph is to show the customers with top 5 highest revenue.
As per the graph, Electricalsara Stores is the top customer with highest revenue in 2020.

Top 5 customers

Customer	Revenue
Electricalsara Stores	173.05M
Nixon	21.81M
Electricalslytical	20.83M
Premium Stores	18.69M
Excel Stores	18.05M