**Sales Performance & Growth Analysis**

# Background and Overview

In this project, I developed a Sales Performance Dashboard to provide real-time insights into revenue growth, profit margins, and demographic-driven sales behavior across multiple locations.

As a Business Intelligence Analyst, the goal was to:

* Track sales trends over multiple years
* Evaluate profit efficiency against cost
* Identify age group segments driving revenue
* Compare sales & profitability by city/location
* Support executive decisions on growth strategy and market targeting

**Key Insights:**

* Strong YoY Revenue Growth of 32.6%, reaching £4.25M
* High profitability with 74% profit margin, totaling £3.15M
* Middle-aged adults account for 68.02% of sales
* Equal revenue and profit distribution across Paris, London, and Accra
* 2023 shows sharp decline in sales

**Strategic Recommendations:**

* Focus on middle-aged adult campaigns
* Investigate 2023 performance drop
* Expand in consistently performing cities
* Align sales with seasonal demand

# Data Structure Overview

Dataset Composition:

* TransactionDate, Product, AgeGroup, Location
* Revenue, Profit, TotalCost
* Time-based segmentation: Weekday, Month, Year, Quarter

**ETL Process:**

* **Excel (Power Query):** Cleaned nulls, standardized dates, added age groups
* **SQL Server:** Created dimension tables, aggregated financials
* **Power BI:** Star schema model with DAX KPIs like YoY Growth, Profit %, SalesGrowth

# Executive Summary

The dashboard offers:

* Clear visualization of total revenue, cost, and profit
* Trends from 2020 to 2023
* Age and location breakdown
* Dynamic filters (Month, Year, Quarter)

Executives can use it to drive smart decision-making based on clean, validated metrics.

# Insight Deep Dive: 2023 Performance Drop

Line chart shows a steep drop in 2023 sales to £0.0M despite steady growth before. Possible causes:

* Incomplete data or import error
* Operational disruption
* Economic impact or demand shift

Next step: Validate 2023 data integrity, check production logs, cross-verify source files.

# Recommendation & Professional Storytelling

From the strong mid-age demographic to balanced location-wise sales, the story is both growth and caution.

Next Actions:

* Audit 2023 dataset
* Increase marketing to high-performing demographics
* Optimize stock and marketing by location
* Trigger automated KPI alerts for future anomalies