

Sales Performance Analysis Report

Retail Business

Project Overview

The objective of this project is to analyze retail sales data to identify revenue trends, top-performing products, and high-value categories and regions. The analysis is designed to support data-driven business decision-making using a professional dashboard.

Dataset Description

The analysis uses the Superstore Sales Dataset, which contains retail transaction data including order dates, products, categories, regions, sales, and profit values.

Tools Used

Power BI Desktop was used for data cleaning, analysis, and dashboard creation. Power Query was used for data preparation and DAX for KPI calculations.

Key Performance Indicators

- Total Sales
- Total Profit
- Profit Margin (%)
- Total Orders

Key Insights

Sales show a steady upward trend with seasonal peaks, indicating strong growth potential. A small group of products contributes significantly to total revenue. The Technology category and certain regions outperform others in both sales and profitability.

Business Recommendations

Focus marketing and inventory efforts on high-performing products. Leverage seasonal demand through targeted campaigns. Allocate resources to high-performing regions while improving weaker segments.

Executive Summary

This analysis highlights key sales drivers and performance gaps across products, categories, and regions. By focusing on high-performing areas and optimizing underperforming ones.

Sales Performance Dashboard – Retail Business

Year

2018

2019

2020

Region

All

Category

All



\$2,297,201

Total Sales



\$286,397

Total Profit



12.5%

Profit Margin



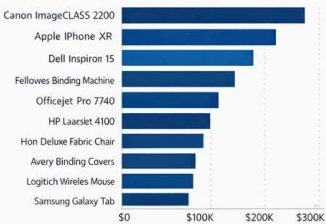
9,981

Total Orders

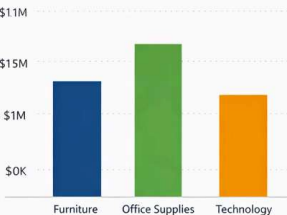
Sales Trend Over Time



Top 10 Products by Sales



Sales by Category



Sales by Region

