

Sales Performance Dashboard

Project Description:

This interactive Sales Performance Dashboard provides a comprehensive analysis of monthly sales data across multiple dimensions, including regions, product categories, and sales representatives. Built using Power BI, the dashboard transforms raw data into actionable insights through visually appealing and interactive reports.

Key Features:

- **Dynamic Insights:** Analyze metrics such as total sales, target vs. actual performance, growth rate, and top-performing products.
- **Interactivity:** Utilize slicers to filter data by region, product category, and sales representatives, offering a tailored view of the data.
- **Visual Highlights:**
 - Bar charts for region-wise sales distribution.
 - Pie charts to showcase product category performance.
 - Line charts for monthly sales trends and growth rates.
 - Progress indicators for tracking key performance indicators (KPIs).

Technical Details:

- **Data Source:** Monthly sales data organized in an Excel database.
- **Key Metrics Displayed:**
 - Total Sales
 - Growth Rate
 - Target vs. Actual Performance
 - Top-Performing Products and Sales Reps
- **Tools Used:** Microsoft Power BI for data modeling, analysis, and visualization.

Project Outcomes:

- Provides leadership with clear, actionable insights for data-driven decision-making.
- Improves efficiency by replacing manual analysis with automated, interactive dashboards.

