**Sales Analytics Dashboard**

**Tool:** Power BI | **Focus:** Revenue Optimization & Sales Strategy

I developed an interactive **Sales Analytics Dashboard** using Power BI to uncover key insights into sales performance, revenue trends, and customer behavior. The dashboard equips sales leaders with actionable intelligence to drive strategic decisions, improve sales effectiveness, and boost profitability.

**🔧 Key Features**

* **Data Transformation:** Applied Power Query for robust ETL processes—cleaning, merging, and standardizing sales and customer data for reliable analysis.
* **Dynamic Visualizations:** Designed impactful visuals including line charts, stacked columns, heatmaps, pie charts, KPIs, and maps to represent multi-dimensional sales data.
* **Revenue Analysis:** Tracked total sales, revenue growth, profit margins, and average deal size across time periods.
* **Regional Performance:** Enabled comparison of sales by region, state, and city with geographic mapping for spatial insights.
* **Top Products & Categories:** Identified best-selling products and categories to inform inventory and marketing strategies.
* **Customer Segmentation:** Analyzed purchase behavior and frequency by customer segment to refine targeting strategies.
* **Sales Rep Performance:** Visualized performance by salesperson, comparing quotas, sales volume, and close rates.
* **Interactive Filters & Slicers:** Included intuitive filters for product, region, time period, and customer type to support dynamic exploration.
* **User-Centric Design:** Ensured seamless navigation and clear data storytelling with an intuitive layout and consistent formatting.

**🌟 Dashboard Highlights**

* **📊 Sales Overview:** Monitored total revenue, gross profit, units sold, and performance vs. targets over time.
* **🌍 Regional Insights:** Mapped revenue distribution across regions to detect growth opportunities and underperforming markets.
* **🏆 Product Analysis:** Showcased top-performing products/categories and revenue contribution percentage.
* **👥 Customer Insights:** Segmented by customer type (e.g., new vs. returning) to assess loyalty and retention trends.
* **📅 Time Series Trends:** Compared monthly, quarterly, and yearly performance to reveal seasonal patterns and sales cycles.
* **💼 Sales Team Metrics:** Compared sales reps based on performance KPIs like revenue generated, deals closed, and conversion rates.

**💼 Business Impact**

* **✅ Identified Sales Trends:** Uncovered high-performing regions and products to allocate resources more effectively.
* **📈 Improved Forecasting:** Enabled data-driven revenue predictions based on historical performance and trend analysis.
* **🔄 Enhanced Sales Strategy:** Helped optimize pricing, promotions, and resource deployment through granular insights.
* **🤝 Strengthened Customer Focus:** Informed personalization strategies by analyzing buyer behavior and satisfaction.