■ Power BI Project – Sales Dashboard

■ Overview :

This project focuses on analyzing company sales data to uncover insights about revenue trends, product performance, regional sales, and customer contributions. An interactive Power BI dashboard was created to help business leaders make data-driven decisions.

■ Objectives :

• Understand overall sales performance
• Identify top-performing regions and products
• Monitor monthly revenue trends
• Support management in forecasting and strategy decisions

■ Dataset Details :

File Name: SalesData_5000.csv
Total Records: 5000 Sales Entries
Key Columns: Order ID, Date, Product, Category, Region, Sales, Profit, Quantity, Customer Name, Discount

■■ Tools & Technologies :

• Microsoft Power BI – Dashboard design and visualization
• Microsoft Excel – Data cleaning and transformation
• DAX (Data Analysis Expressions) – Calculated measures and KPIs

■ Key Insights :

• Top region: South with highest total sales
• Best-selling category: Electronics
• Monthly sales show consistent growth over quarters
• Profit margin stable despite discounts
• Top 10 customers contribute 35% of total sales

■ KPIs Used :

• Total Sales Amount
• Total Profit
• Total Quantity Sold
• Top Region by Sales
• Top Product by Profit

■ Business Impact :

This dashboard improved sales visibility, helped management identify profitable regions, supported decision-making for inventory and promotions, and improved forecasting accuracy.

■ Future Enhancements :

• Add customer segmentation analysis
• Integrate marketing data for correlation
• Include predictive forecasting using Power BI AI visuals
• Automate data refresh using Power BI Service

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