



XYZ COMPANY SALES

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PROJECT GOAL

This presentation will introduce a Power BI project analyzing XYZ Company's sales data. It will cover the project's objectives, data preparation process, and an overview of the dashboard components, including key metrics such as revenue, net units, and customer count. Visualizations including bar charts for total revenue by city and top 5 products by revenue, a line chart displaying total revenue and sold units by date, and a pie chart for city-tier wise revenue distribution will be discussed.



SALES

2017

2018

Customer

83K

Revenue

55M

units

85K

Cancellation

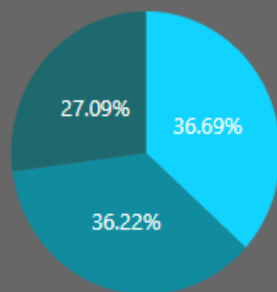
24K

Sales

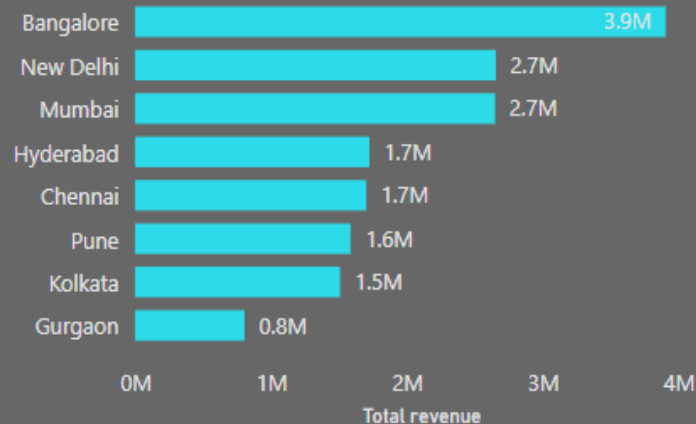
60K

City-wise Revenue

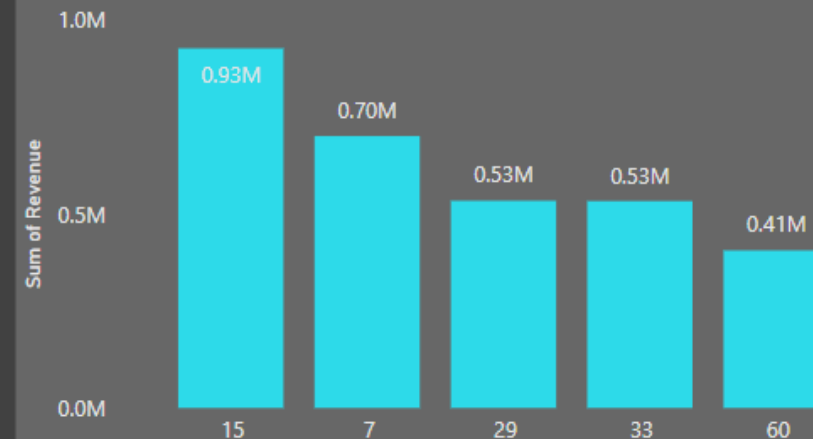
CityTier ● Metro ● Tier 3 & Ot... ● Tier 1&2



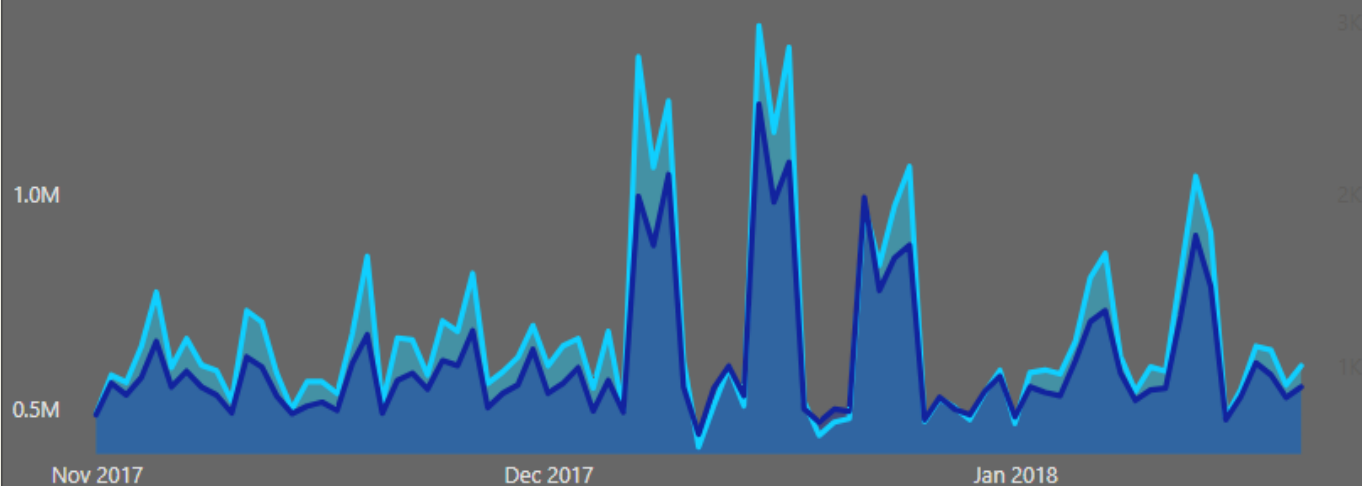
Total revenue by city



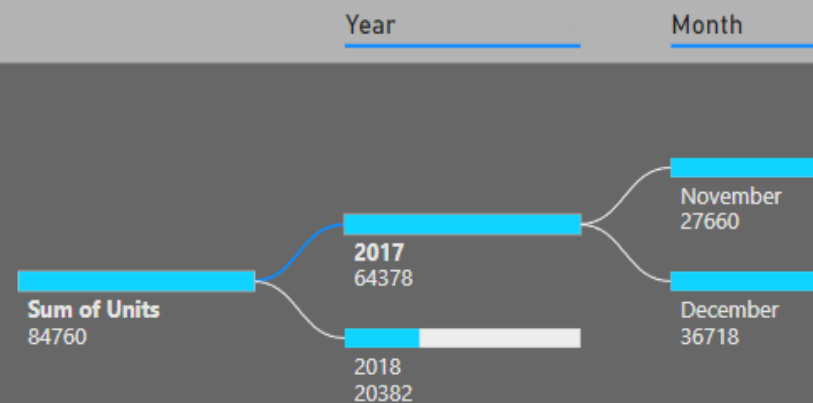
Top 5 product by Revenue



Total revenue and Sales by Date



Units sold details

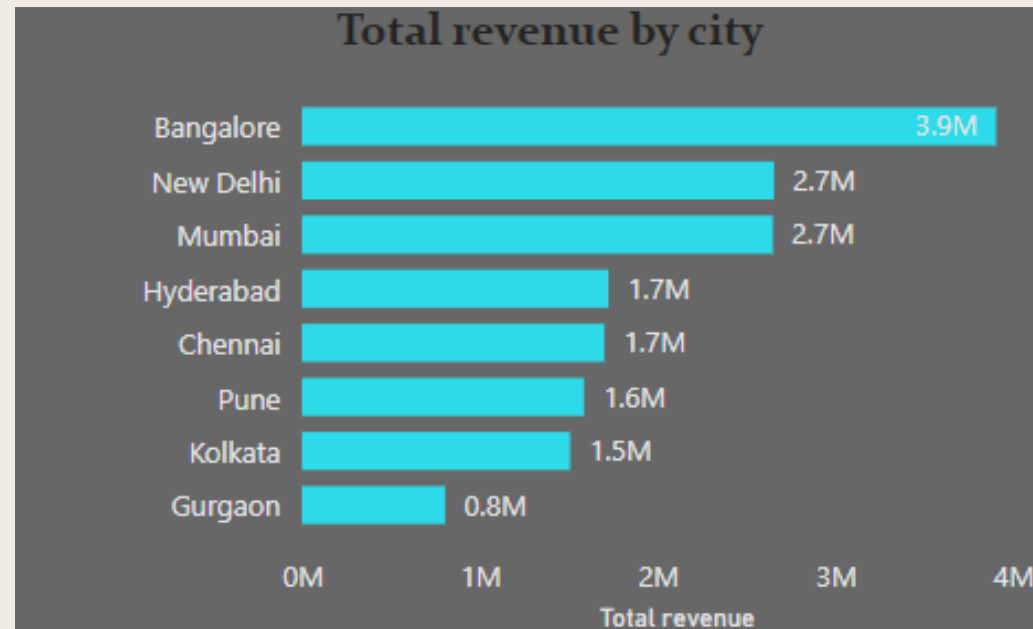


Monitoring Key Metrics

Customer	Revenue	units	Cancellation	Sales
83K	55M	85K	24K	60K

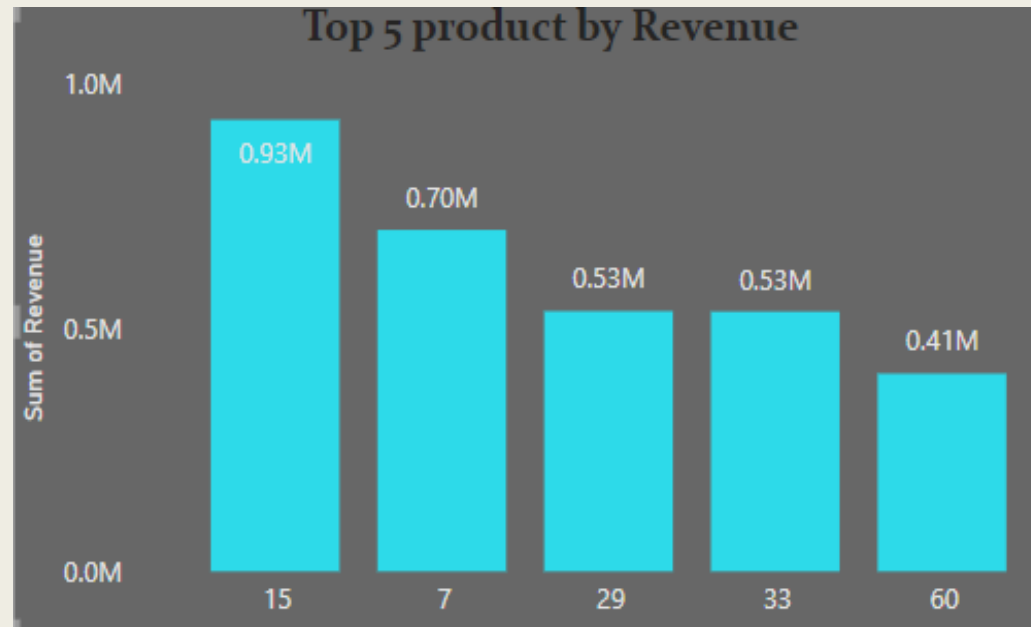
This dashboard features compact cards that showcase crucial figures from XYZ Company's sales records. These cards give a quick snapshot of revenue, units sold, customer count, and other important metrics, making it easy for everyone to stay updated on the company's sales performance.

City-wise Revenue Breakdown



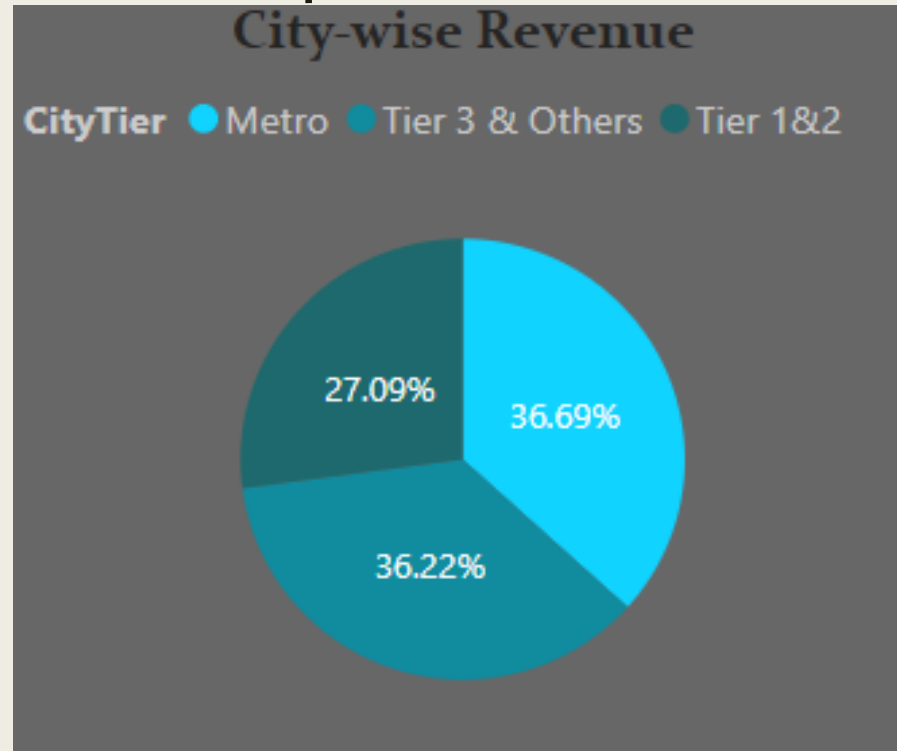
In this chart, the horizontal bars represent the total revenue generated by different cities. Each bar's length corresponds to the revenue generated, offering a clear comparison of sales performance across various locations.

Top 5 Products by Revenue



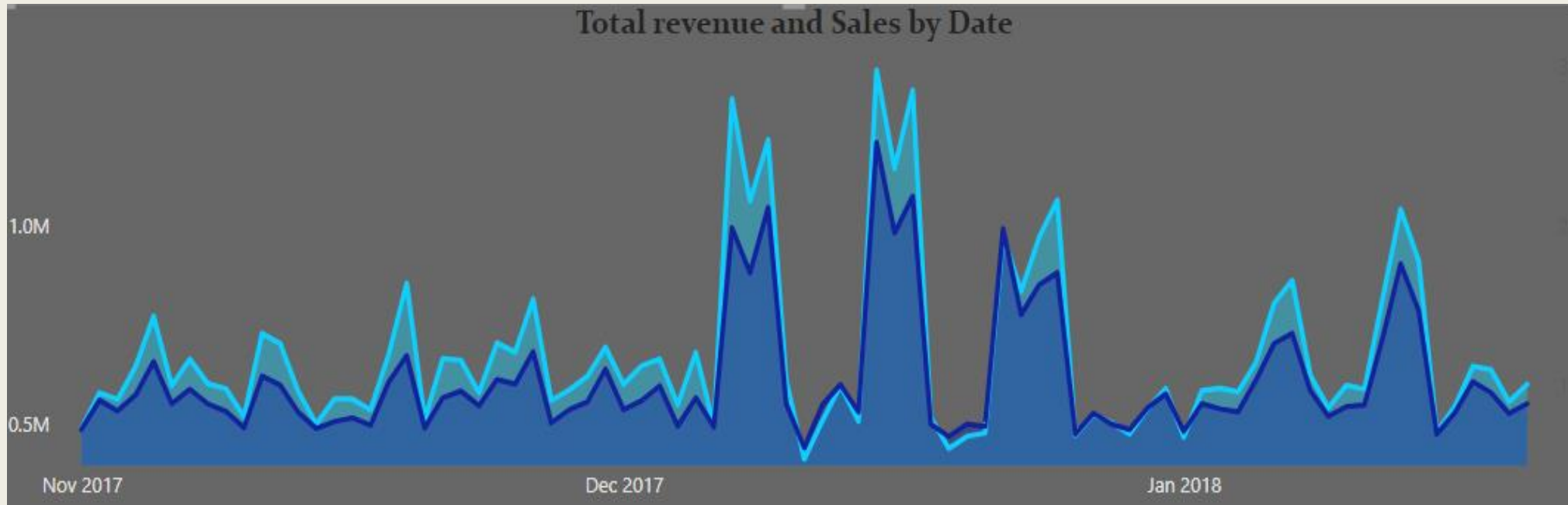
This chart highlights the top-performing products based on revenue generated. Each bar represents a product, with its height indicating the revenue it contributed. This visualization helps identify the most attractive products in XYZ Company's sales portfolio

City Tier Revenue Split



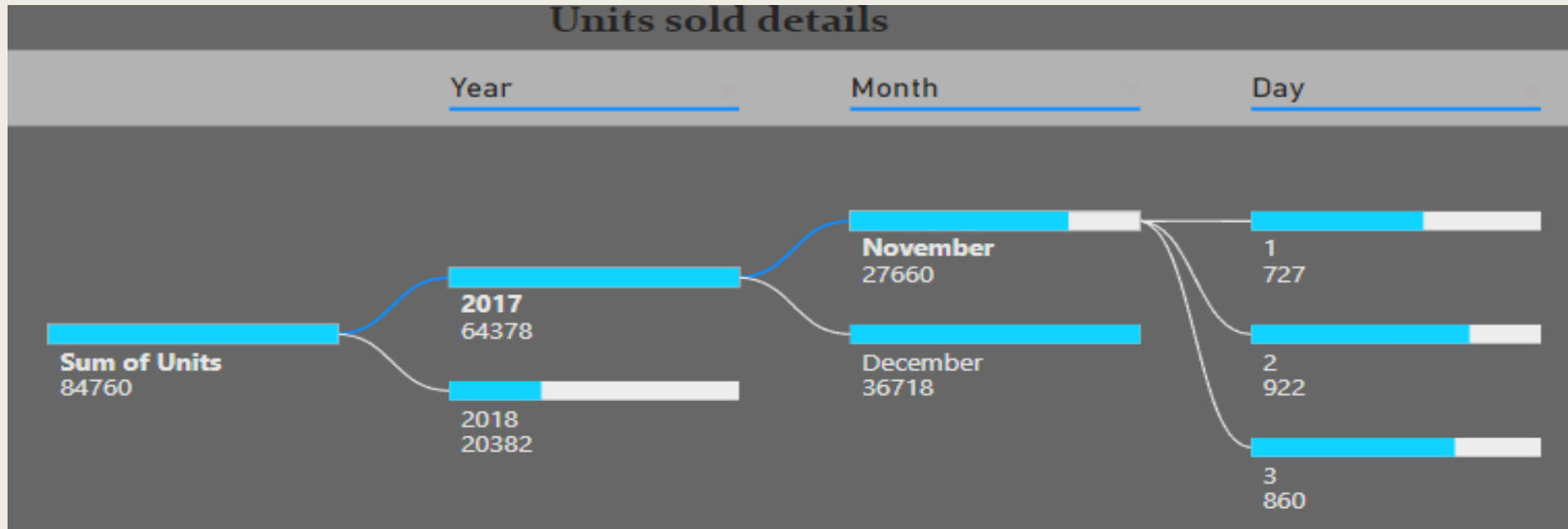
This chart shows how sales revenue is divided between 3 groups: "Metro", "Tier 1&2" and "Tier 3 & Others" cities. Each part of the pie represents the share of revenue from these city tiers, giving a quick understanding of where the sales are coming from in terms of urban classifications

Sales and Revenue Trends Over Time



In this chart, we compare the trends of sales units and total revenue over time, typically by date. The line representing sales units and revenue over time allows for a quick comparison of how these two key metrics fluctuate together or independently. This visualization helps to identify any correlations or patterns in sales performance and revenue generation over time.

Sales and Revenue Trends Over Time



This chart provides a hierarchical breakdown of sold units, starting from the year level, then drilling down into months, and further into days. Each branch of the tree represents the sold units for a specific time period, allowing for a detailed exploration of sales performance over time.

INSIGHTS FROM XYZ COMPANY'S SALES DATA

Based on the analysis of XYZ Company's sales data, it is evident that certain products and cities contribute significantly to overall revenue. To capitalize on this, the company could focus its marketing efforts on promoting top-performing products in high-revenue cities. Additionally, understanding the sales trends over time can help in forecasting future demand and optimizing inventory management strategies. By leveraging these insights, XYZ Company can make informed decisions to drive growth and profitability.

THANK YOU

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