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OneLake data hub

Insights & Project Analysis

1. YTD Sales Performance

• **Total Sales Growth:**

• 2023: ₹62.37M

• 2024: ₹70.42M (YoY Growth)

• 2025 (Up to Feb): ₹7.54M

• **Sales Trend:**

• Strongest sales months: Oct, Nov, Dec

• Sales drop in February 2025

• YoY Sales Variance for 2025: +12.5%

2. Regional Sales Performance

• The **West** region had the highest sales

• **South & North** regions followed

• **East region** had the lowest sales

3. Product Category Analysis

• **Top Categories:**

• **Electronics & Clothing** contributed most

• **Sports & Beauty** had moderate sales

• **Furniture** had the lowest sales

• Sales across all categories grew by 8%

4. Employee & HR Insights

• **Total Employees:** 1183

• **Highest Salary Distribution:** ₹12L - ₹15L

Navigator

localhost:5432: powerbi\_project [8]

public.customers

public.employees

public.inventory

public.marketing\_campaigns

public.products

public.sales\_data

public.suppliers

public.transactions

No items selected for preview

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