

## Power BI Analysis on Sales Performance

#### **NITISH RAJ VINNAKOTA**

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT(GITAM)

B.TECH CSE(DS)



### PROBLEM STATEMENT

 How can we effectively analyze and visualize sales performance data to identify trends, measure salesperson's efficiency, and provide actionable insights for enhancing sales strategies?

## **Project Description**

- This project involves the comprehensive analysis and visualization of sales data using Power BI.
- The dataset includes key metrics such as boxes shipped, salespersons, countries, shipment dates, and the amount sold.
- The primary objective is to leverage Power BI's capabilities to present the data in an engaging manner, enabling the identification of trends, patterns, and anomalies in sales performance.
- Through interactive dashboards and visualizations, the project aims to facilitate data-driven decision-making for stakeholders, helping to optimize sales strategies and improve overall efficiency.
- The analysis also includes filtering and aggregating data to provide granular insights into sales activities and outcomes.

#### WHO ARE THE END USERS?

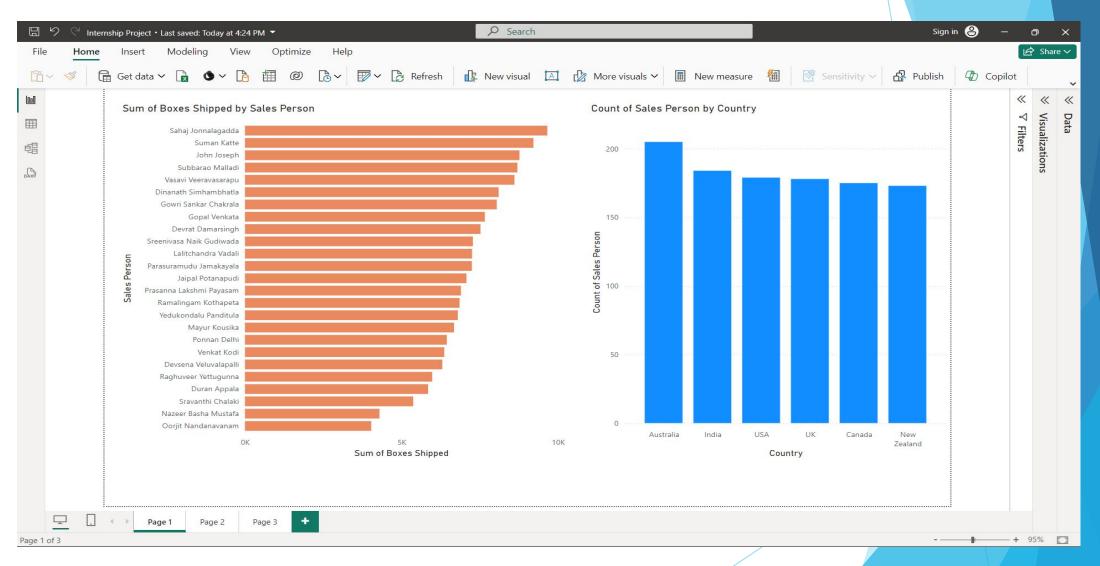
- Sales Managers: To monitor and improve sales performance by identifying high and low performers and to allocate resources more effectively.
- **Marketing Team**: To strategize promotional efforts by understanding sales trends and customer preferences across different regions.
- **Executives**: To make informed business decisions based on comprehensive sales data analysis, enabling strategic planning and goal setting.
- **Salespersons**: To track their performance, set personal targets, and understand their contribution to overall sales, fostering a competitive and motivated sales force.
- **Financial Analysts**: To assess revenue generation and forecast future sales, ensuring financial stability and planning.
- Operations Team: To optimize logistics and supply chain management based on shipment data and delivery timelines.

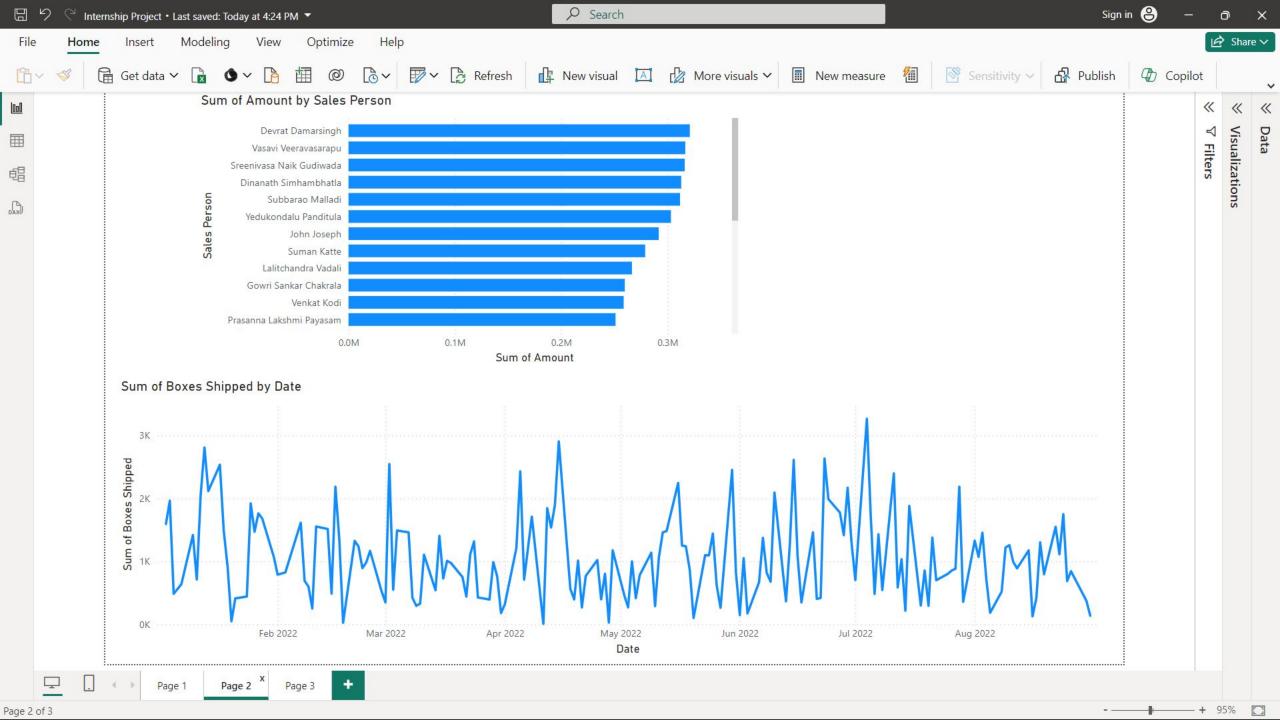
## **Technology Used**

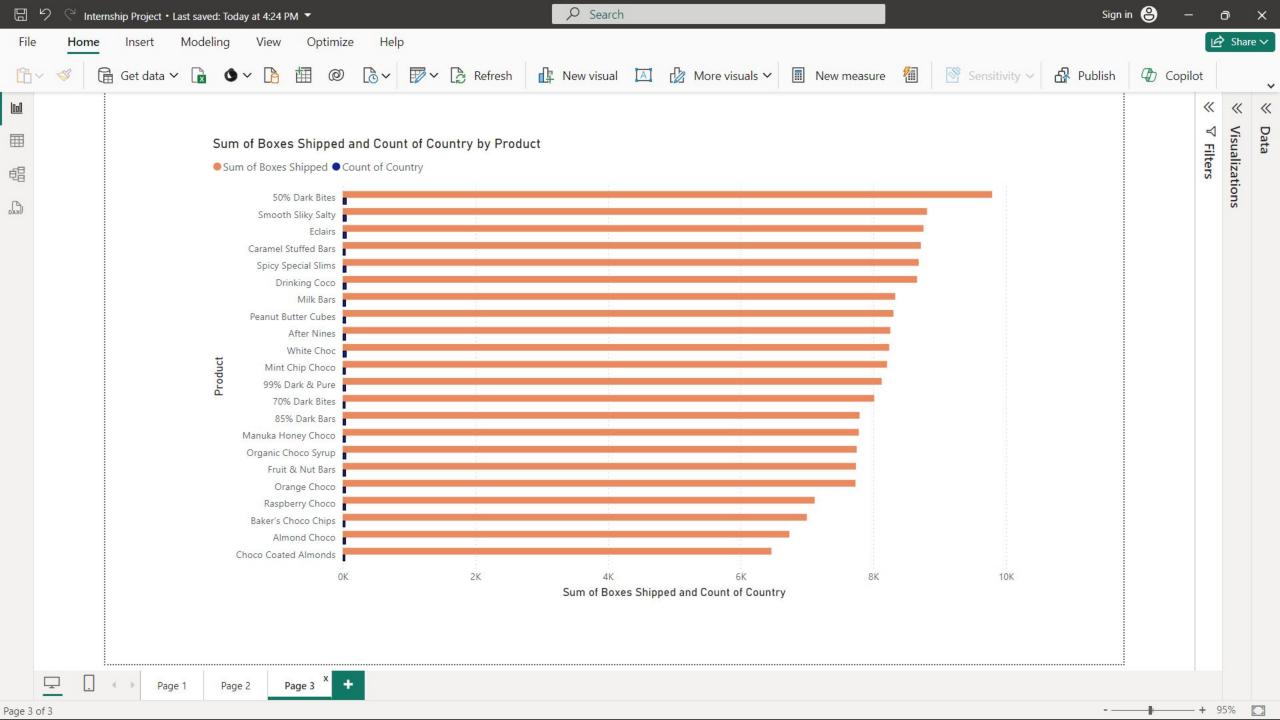
- **Power BI:** For data visualization and dashboard creation.
- Excel: For initial data preparation and cleaning.
- Data Sources: Sales data from company databases.
- **Techniques:** Data aggregation, filtering, and visualization.



## **RESULTS**







# Thank you