

## Power BI Dashboard –Report

This Power BI dashboard provides an overall view of sales performance, product category trends, buyer behavior, and geographical distribution. It helps understand how the business is performing across time, regions, and product lines.

### 1. Sales Trends

- Sales show an increasing trend from 2016 to 2017 with a few ups and downs.
- Financial year filters allow users to view trends for specific periods.

### 2. Chain Performance

- A pie chart compares two chains: Bellings and Ready Wear.
- Ready Wear performs slightly better overall.

### 3. Category-wise Sales

- Categories like Women's, Men's, Accessories, and Shoes show higher sales.
- Visuals compare performance across all categories.

### 4. Buyer & Profit Insights

- Buyer count chart displays total buyers, total sales, gross profit, and profit percentage.
- Quarterly and date-wise visuals help identify profit variations.

### 5. Geographic Insights

- Maps show sales spread across Australian states.
- QLD and WA show higher postcode-related values.

### 6. Filters & Slicers

- Filters for State, Category, Chain, and Financial Year help narrow down analysis.

### Overall Summary

The dashboard highlights that sales are growing, Ready Wear performs slightly better, and some product categories contribute significantly to revenue. Geographic and quarterly insights support better decision-making.