

Design and Implementation of Sales Performance Analysis using Power BI

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Abstract: *This paper presents the implementation of Sales Performance Analysis using Power BI. The project focuses on analyzing company sales data to evaluate performance and improve decision-making. Microsoft Excel was used for data cleaning, and Power BI was used for creating interactive dashboards. The implementation demonstrates how Business Intelligence (BI) tools can convert raw data into useful insights, helping companies monitor growth and profitability across different categories, regions, and customer segments.*

Keywords: Sales Performance, Power BI, Business Intelligence, Data Cleaning, Dashboard Implementation

