

A Study of Sales Analysis and Visualization Through SQL and Business Intelligence at Pressure Jet System Pvt. Ltd.

Ankita Dahake and Prof. Tanu Gautam
Jhulelal Institute of Technology, Nagpur, India

Abstract: *Sales Data Analysis provides an understanding of the product that your customers are buying and help you dissect why they are behaving in a certain way. Analyze this behaviour and lead the further process. Many global, industry-leading brand are now using their sales data in inventive ways to make better business decision, but any company can take advantages of insights and reporting tools to achieve data-driven sales success. The project aim to show on how we can use the Power BI with sales analysis data using SQL query for data cleaning and DAX query language and its performance on presenting the dashboard to the end users. So in this project, I have created dashboard to know the trends and business performance and also to know which product sales most, which product sales most in particular regions and market performance. The project represents the large dataset into visualization form that help to take business decision.*

The study will provide insights into various aspects of the sales process, including customer behavior, product performance, and revenue trends. By analyzing this data, the project will identify areas of improvement and opportunities for growth. The outcome of the project will be a sales analysis and visualization system that will help Pressure Jet System Pvt. Ltd. to make data-driven decisions, enhance customer satisfaction, and increase revenue.

Keywords: Sales Analysis, DAX query, SQL (Structured Query Language), dashboard, visualization, KPI (Key Performance Indicator)

REFERENCES

- [1]. Kimball, R., Ross, M., Thornthwaite, W., Mundy, J., & Becker, B. (2013). The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling. John Wiley & Sons. 3rd Editor. , 235 - 290
- [2]. Inmon, W.H., Strauss, D. & Neushloss, G. (2008). DW 2.0: The Architecture for the Next Generation of Data Warehousing. Morgan Kaufmann. 2nd Editor. , 150-270
- [3]. Ward, J.S., Grinstein, G. & Keim, D. (2010). Interactive Data Visualization: Foundations, Techniques, and Applications. CRC Press. , 2nd Edition. , 150 - 160
- [4]. Devin Knight , Brian Knight, Mitchell Pearson. , Microsoft Power BI Quick Start Guide: Build dashboards and visualizations to make your data come to life. , 3rd Edition. , 250-260