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A Review on Sales Performance Analysis Using Power BI

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Abstract: *In today's business environment, data analytics plays a major role in understanding company performance and decision-making. This review paper focuses on the study of Sales Performance Analysis using Power BI. It highlights how Business Intelligence (BI) tools such as Power BI help organizations transform raw data into meaningful insights. The review summarizes existing research, techniques, and applications that demonstrate how sales dashboards help track profit, sales trends, and regional growth. The paper concludes that Power BI is one of the most effective tools for visual analytics, enabling companies to make data-driven business decisions.*

Keywords: Sales Analysis, Power BI, Business Intelligence, Data Visualization, Dashboard

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