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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

I. INTRODUCTION

In recent years, the demand for business analytics has increased significantly as organizations collect large amounts of data from various sources. Sales analysis is one of the most critical components of performance measurement in business. It allows managers to identify trends, forecast sales, and improve marketing strategies. Power BI is a widely used tool for building dashboards that visualize sales data and provide real-time insights. This paper reviews existing research and methods used in analyzing sales performance using Power BI and similar BI tools.

II. LITERATURE REVIEW

Several studies have explored the importance of data analytics in sales performance measurement. According to Singh and Jadhav (2022), Power BI simplifies the process of converting raw sales data into interactive dashboards. Raje et al. (2021) designed a Power BI dashboard for sales prediction and concluded that visual analytics improved business decisions. Other works, such as Shelar et al. (2024), focused on improving the efficiency of BI tools for corporate reporting. These studies collectively show that Power BI offers flexibility, interactivity, and accessibility for both technical and non-technical users.

III. METHODOLOGY

The review approach includes analyzing research papers, case studies, and Power BI implementations related to sales analytics. The sources were collected from online databases, journals, and project reports. The papers were compared based on their approach to data cleaning, visualization, and performance metrics used in analysis.

IV. FINDINGS AND DISCUSSION

The review found that Power BI is an effective BI tool for analyzing and visualizing large sales datasets. Most studies used Power BI for real-time visualization, interactive dashboards, and KPI tracking. Sales dashboards generally focus on analyzing sales by product, region, and customer segment. The use of DAX formulas and data models allows users to derive profit margins and growth insights more accurately.

V. CONCLUSION

This review concludes that Sales Performance Analysis using Power BI is a powerful method for evaluating business performance. It combines data visualization and analytical modeling to help companies understand sales patterns and

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make informed decisions. Power BI's ability to integrate multiple data sources and create dynamic dashboards makes it one of the most suitable tools for business analytics.

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