

# Sales Report Automation Using Power BI & Azure SQL

This project automates sales and purchase reporting by retrieving data from Azure SQL and visualizing it in Power BI. The real-time data updates ensure that the sales team has access to the latest sales insights, improving decision-making and operational efficiency.

## Key Features of the Dashboard:

- **Automated Data Retrieval:** Seamlessly connects to Azure SQL, ensuring **live data updates** without manual intervention.
- **Sales & Purchase Data Visualization:** Provides clear insights into sales trends, category performance, and store comparisons.
- **Dynamic Filtering & Drill-Down:** Enables users to analyse sales by category, store, time period, and product SKU.
- **Month-over-Month & Year-over-Year Comparisons:** Helps businesses track growth trends and seasonal variations.
- **Profitability & Cost Analysis:** Breaks down average order values (AOV), cost of goods sold (COGS), and sales margins for better financial oversight.

The included screenshots highlight key aspects of the dashboard, including sales performance over time, MoM & YoY comparisons, and the underlying data model structure.



