

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.



Category	Select all	Home & Living	Other	Electronics	Beauty & Personal Care	Food & Beverage	Health & Wellness	Business
Store	Select all	Home & Living	Electronics	Beauty & Personal Care	Food & Beverage	Health & Wellness	Business	Other
Year	Month	Sales MoM	Sales YoY	Order Amount	Total Sales	AOV	COGS %	
2023		1.9%	12.2%					
2024	January	19.4%	40.1%	7,154	259.2	36	49%	
	February	-2.3%	38.8%	7,002	289.0	41	51%	
	March	13.3%	30.4%	7,608	164.8	21	55%	
	April	0.5%	50.1%	7,006	285.4	41	52%	
	May	-2.3%	34.5%	7,001	204.2	29	51%	
	June	4.6%	42.4%	7,011	221.1	32	53%	
	July	5.9%	40.9%	7,006	202.2	29	52%	
	August	13.7%	41.8%	7,006	262.8	38	50%	
	September	-9.0%	42.7%	7,006	221.1	32	50%	
	October	-4.0%	25.3%	7,006	228.9	33	52%	
	November	9.8%	12.1%	7,006	245.0	35	53%	
	December	-6.3%	46.8%	7,006	229.4	33	57%	
	Total	2.9%	36.1%	7,006	2,920.3	41	57%	
2025		-58.6%	-93.8%	7,006	2406.7	34	50%	
Total		-2.5%	-24.8%	7,006	2,904.0	41	53%	

