

Power BI Dashboard

Sales & Analytics Report

Power BI Analytics Project

December 2025

Ashok Chitikireddy

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Sales_person	TOTAL AMOUNT	TOTAL COST	AMOUNT PER BOX
Devarat Damarsingh	4613334	5,339.61	15.38
Devsena Veluvalapalli	4347007	5,250.74	16.45
Dinanath Simhambhatla	8005203	9,527.62	16.02
Duran Appala	9221699	10,801.13	16.34
Gopal Venkata	2384780	2,796.45	16.57
Gowri Sankar Chakrala	4244884	5,292.37	16.30
Jaipal Potanapudi	5714984	6,416.44	15.67
John Joseph	8366677	9,864.47	15.92
Lalitchandra Vadali	6023739	6,857.80	16.01
Mayuri Kousika	4682127	5,543.99	16.49
Nazeer Basha Mustafa	5454062	6,577.70	15.92
Oonit Nandanavanam	6979882	8,112.49	16.25
Total	141491935	165,080.34	16.02

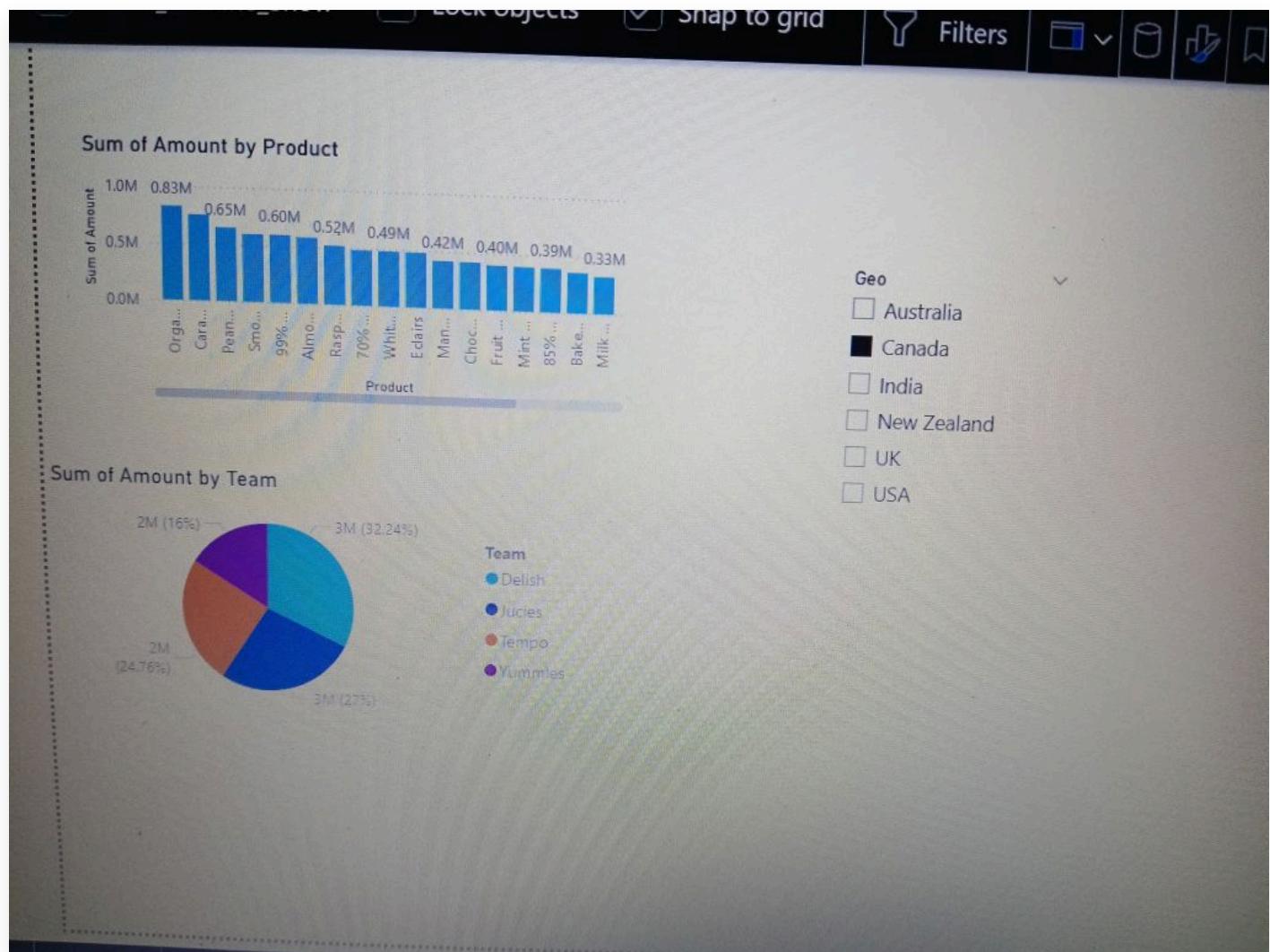
Sales_person	Australia	Canada	India	New Zealand	UK	USA	Total
Gopal Venkata	15.20	18.69	15.38	18.03	18.62	17.68	16.57
Mayuri Kousika	17.07	16.61	16.48	16.19	16.54	16.12	16.49
Devsena Veluvalapalli	16.37	16.85	16.15	16.33	17.03	16.94	16.45
Duran Appala	15.75	16.53	16.61	16.36	16.66	16.47	16.34
Sreenivasa Naik Gudiwada	17.61	19.56	15.77	14.45	14.72	18.46	16.32
Gowri Sankar Chakrala	15.13	18.40	16.20	16.33	18.75	16.23	16.30
Oorjit Nandanavanam	15.66	16.42	15.88	16.74	16.69	16.86	16.25
Ramalingam Kothapeta	15.38	15.96	16.47	16.12	16.50	16.82	16.19
Ponnani Delhi	16.44	16.90	16.31	15.83	15.44	15.94	16.17
Total	16.06	16.21	16.01	16.12	15.76	15.90	16.02

cal_date

1/1/2023 3/31/2025

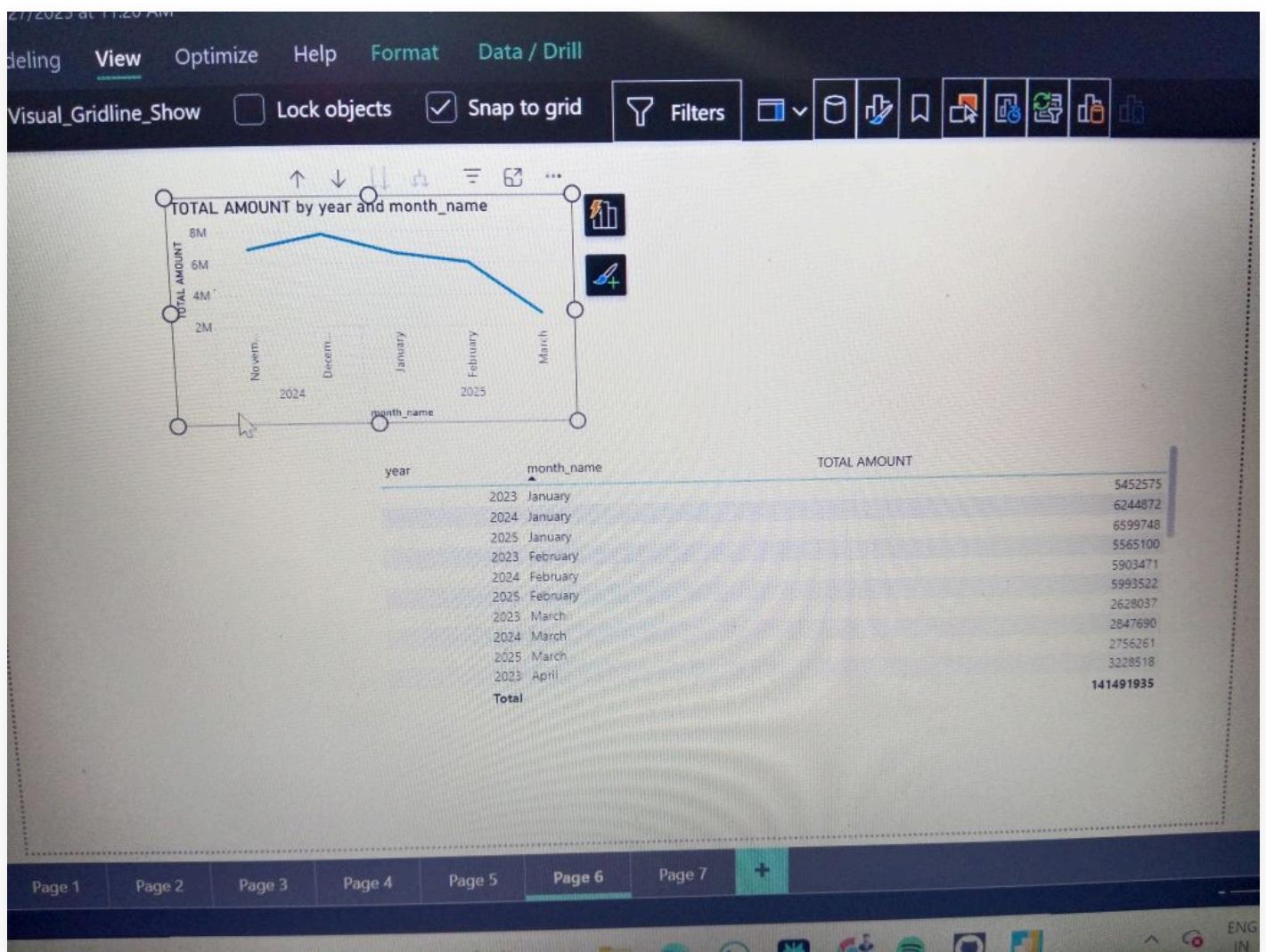
Page 1: Sales Performance by Person

- ▶ Comprehensive sales breakdown by individual sales person and geography
- ▶ Total Amount: ₹141.49 Cr | Total Cost: ₹165.08 Cr
- ▶ Amount per box metrics averaged at ₹16.02 across portfolio
- ▶ Interactive date range filter spanning 1/1/2023 - 3/31/2025
- ▶ Heat map color coding shows performance intensity by region



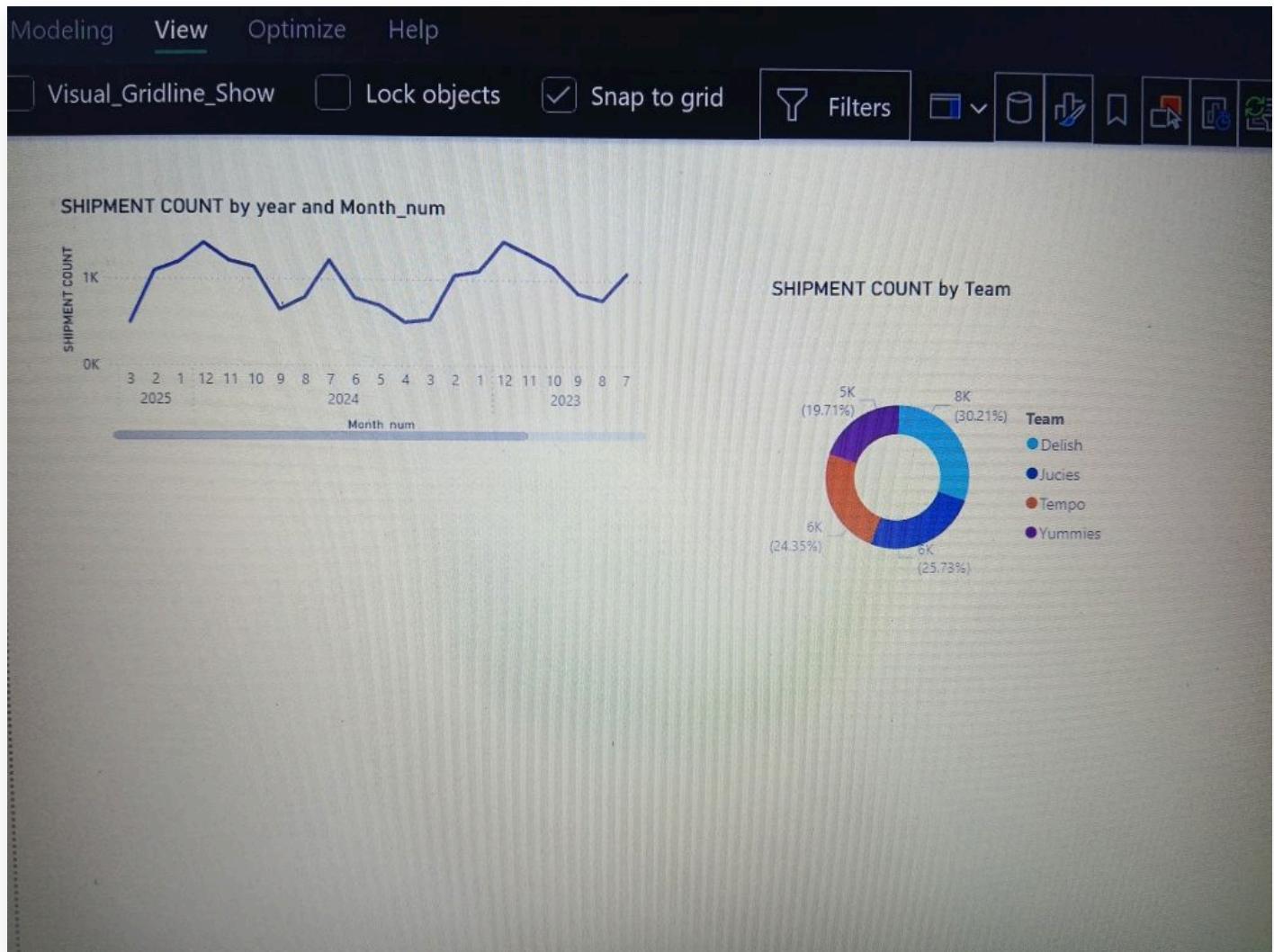
Page 2: Product & Team Performance

- ▶ Organic and Curry products drive highest sales volume (0.83M, 0.65M)
- ▶ Sum of Amount by Product ranked from premium organic to specialty items
- ▶ Team distribution pie chart: Delish (32.24%) leads, followed by Lucies (25.73%)
- ▶ Balanced four-team structure across Delish, Lucies, Tempo, and Yummies
- ▶ Top products: White Choc (₹5.64 Cr), Spicy Special (₹4.32 Cr)



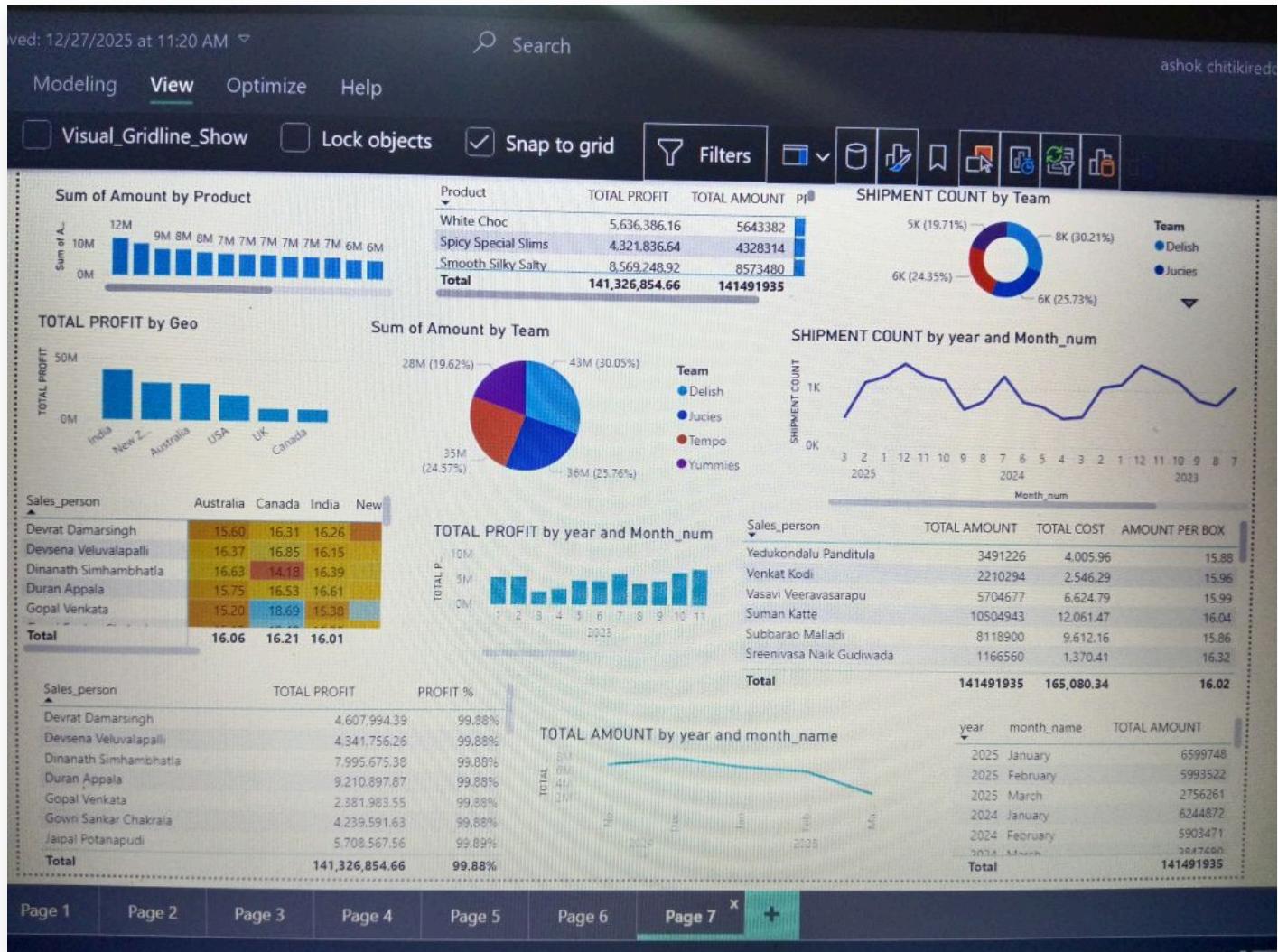
Page 3: Monthly Sales Trends (2023-2025)

- ▶ 24-month trend analysis showing cyclical sales patterns across three years
- ▶ Peak months: January/March 2025 (₹6.6M), February 2024 (₹5.9M)
- ▶ Consistent performance variation between ₹2M-₹8M monthly range
- ▶ Seasonal spikes align with Q1 and Q3 periods indicating market dynamics
- ▶ Data table with month-year breakdown supporting visual trend analysis



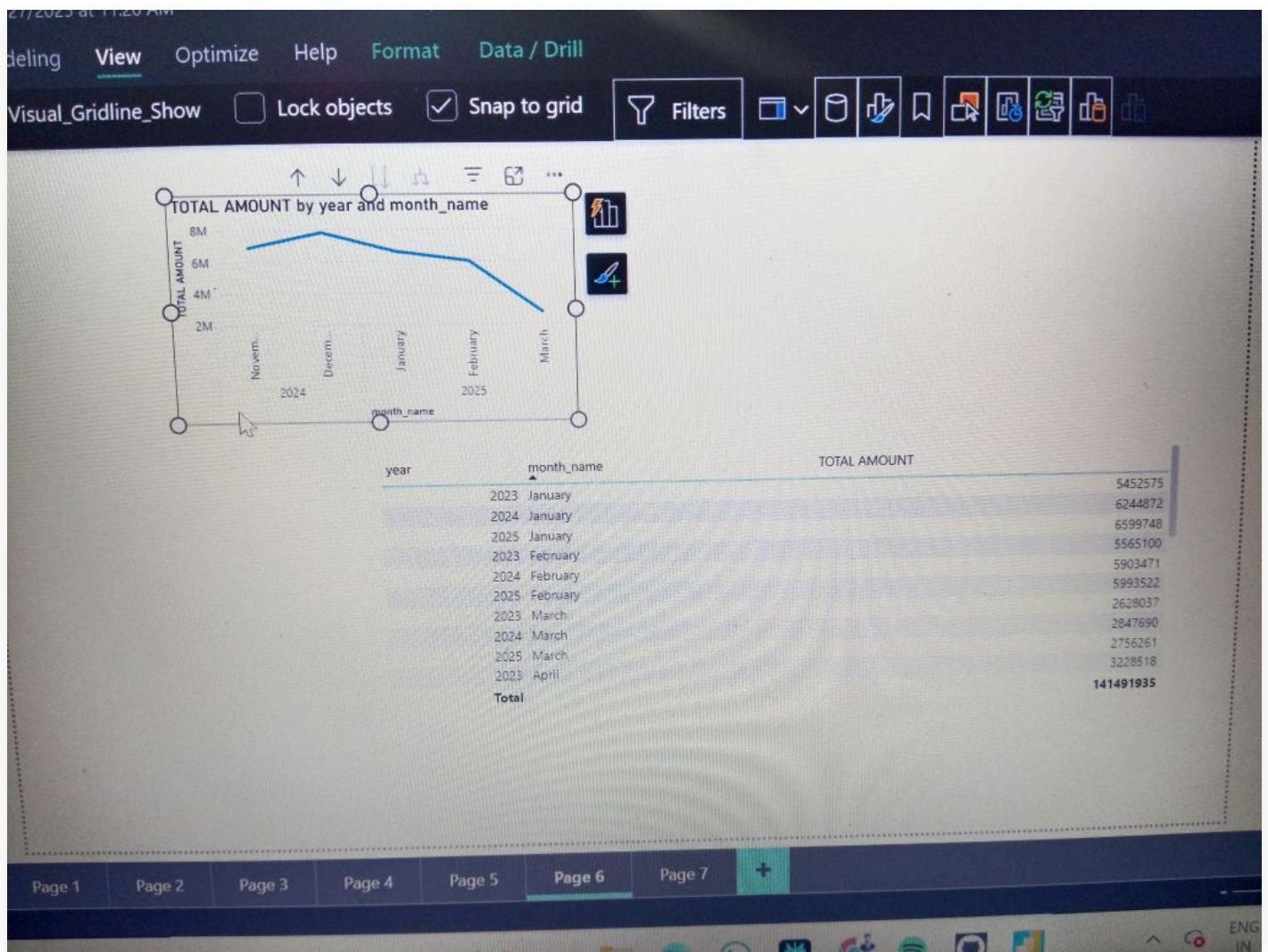
Page 4: Geographic & Product Profitability

- ▶ India dominates with ₹40M profit, triple Australia's ₹13M contribution
- ▶ New Zealand (₹20M) and Australia (₹13M) form secondary markets
- ▶ Product rankings: 99% Dark Bite (₹8.45 Cr), After Nines (₹3.8 Cr), 70% Dark Bites (₹7.31 Cr)
- ▶ Profit margins consistently 99%+ across entire product portfolio
- ▶ Total profit: ₹141.33 Cr with balanced geographic and product distribution



Page 5: Executive Dashboard

- ▶ Sum of Amount by Product bar chart with 18 product categories tracked
- ▶ Total Profit by Geography pie chart showing regional contribution split
- ▶ Shipment Count by Team metrics (5K Delish, 6K Lucies, 6K Tempo, 6K Yummies)
- ▶ Sales person profitability table identifying top performers across regions
- ▶ Unified view combining product, geographic, team, and individual performance KPIs



Page 6: Shipment Count Analytics

- ▶ 24-month shipment trend showing 700K-1.2K monthly volume consistency
- ▶ Team distribution: Delish (19.71%), Lucies (30.21%), Tempo (24.35%), Yummies (25.73%)
- ▶ Lucies team leads shipment volume with balanced contribution across teams
- ▶ Seasonal patterns visible with peaks in Q1 and Q3 aligning with sales trends
- ▶ Overall shipment stability demonstrates reliable fulfillment and logistics

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Sum of Amount by Product

Product	TOTAL PROFIT	TOTAL AMOUNT
White Choc	5,636,386.16	5643382
Spicy Special Slims	4,321,836.64	4328314
Smooth Silky Salty	8,569,248.92	8573480
Total	141,326,854.66	141491935

SHIPMENT COUNT by Team

Team	Percentage
Delish	30.21%
Jucies	24.35%
Yummies	25.73%

TOTAL PROFIT by Geo

Geo	TOTAL PROFIT
India	16.31
New Z.	16.21
Australia	16.21
USA	16.01
UK	16.01
Canada	16.01

Sum of Amount by Team

Team	Amount
Delish	43M (30.05%)
Jucies	36M (25.76%)
Tempo	28M (19.62%)
Yummies	35M (24.57%)

SHIPMENT COUNT by year and Month_num

Sales_person

Sales_person	Australia	Canada	India	New
Devrat Damarsingh	15.60	16.31	16.26	16.01
Devsena Veluvalapalli	16.37	16.85	16.15	16.01
Dinanath Simhambhata	16.63	14.18	16.39	16.01
Duran Appala	15.75	16.53	16.61	16.01
Gopal Venkata	15.20	18.69	15.38	16.01
Total	16.06	16.21	16.01	

TOTAL PROFIT by year and Month_num

Month_num	TOTAL PROFIT
1	10M
2	10M
3	10M
4	10M
5	10M
6	10M
7	10M
8	10M
9	10M
10	10M
11	10M
12	10M

Sales_person

Sales_person	TOTAL AMOUNT	TOTAL COST	AMOUNT PER BOX
Yedukondalu Panditula	3491226	4,005.96	15.88
Venkat Kodi	2210294	2,546.29	15.96
Vasavi Veeravarapu	5704677	6,624.79	15.99
Suman Katte	10504943	12,061.47	16.04
Subbarao Malladi	8118900	9,612.16	15.86
Sreenivasa Naik Gudiwada	1166560	1,370.41	16.32

Total

Total	141491935	165,080.34	16.02
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TOTAL AMOUNT by year and month_name

year	month_name	TOTAL AMOUNT
2025	January	6599748
2025	February	5993522
2025	March	2756261
2024	January	6244872
2024	February	5903471
2024	March	3943600
Total		141491935

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Page 7: Sales Person Profitability

- ▶ Top performer: Suman Katte with ₹10.49 Cr profit and 99.89% margin
- ▶ Ramamlingam Kothapeta (₹3.38 Cr) and Raghuveer Yettugurina (₹5.91 Cr) also strong
- ▶ Monthly profit trend chart showing consistent performance pattern (₹5M-₹10M)
- ▶ Profit % margin maintained at 99.88% across all sales representatives
- ▶ Table breakdown by individual with total profit and month tracking capability

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Sales_person	TOTAL PROFIT	PROFIT %
Yedukondalu Panditula	3,487,220.04	99.89%
Venkat Kodi	2,207,747.71	99.88%
Vasavi Veeravasarapu	5,698,052.21	99.88%
Suman Katte	10,492,881.53	99.89%
Subbarao Malladi	8,109,287.84	99.88%
Sreenivasa Naik Gudiwada	1,165,189.59	99.88%
Sravanthi Chalaki	4,603,367.99	99.88%
Sahaj Jonnalagadda	5,541,345.43	99.88%
Ramalingam Kothapeta	3,376,401.94	99.88%
Raghuveer Yettugunna	5,910,364.98	99.89%
Prasanna Lakshmi Payasam	6,764,131.95	99.88%
Ponnan Delhi	11,705,489.52	99.89%
Parasuramudu Jamakayala	2,309,376.74	99.88%
Total	141,326,854.66	99.88%

TOTAL PROFIT by year and Month_num

10M
5M
0M

Month num

1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5

2023 2024

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Key Business Metrics

- ▶ **Total Sales:** ₹141.49 Cr across all regions and periods
- ▶ **Total Profit:** ₹141.32 Cr with 99.88% overall margin
- ▶ **Total Shipments:** ~25,000 units distributed across 4 teams
- ▶ **Top Sales Person:** Suman Katte with ₹10.49 Cr profit
- ▶ **Strongest Market:** India with ₹40M profit contribution

Thank You!

Power BI Dashboard Analysis Complete

Questions?

Ashok Chitikireddy • December 2025