

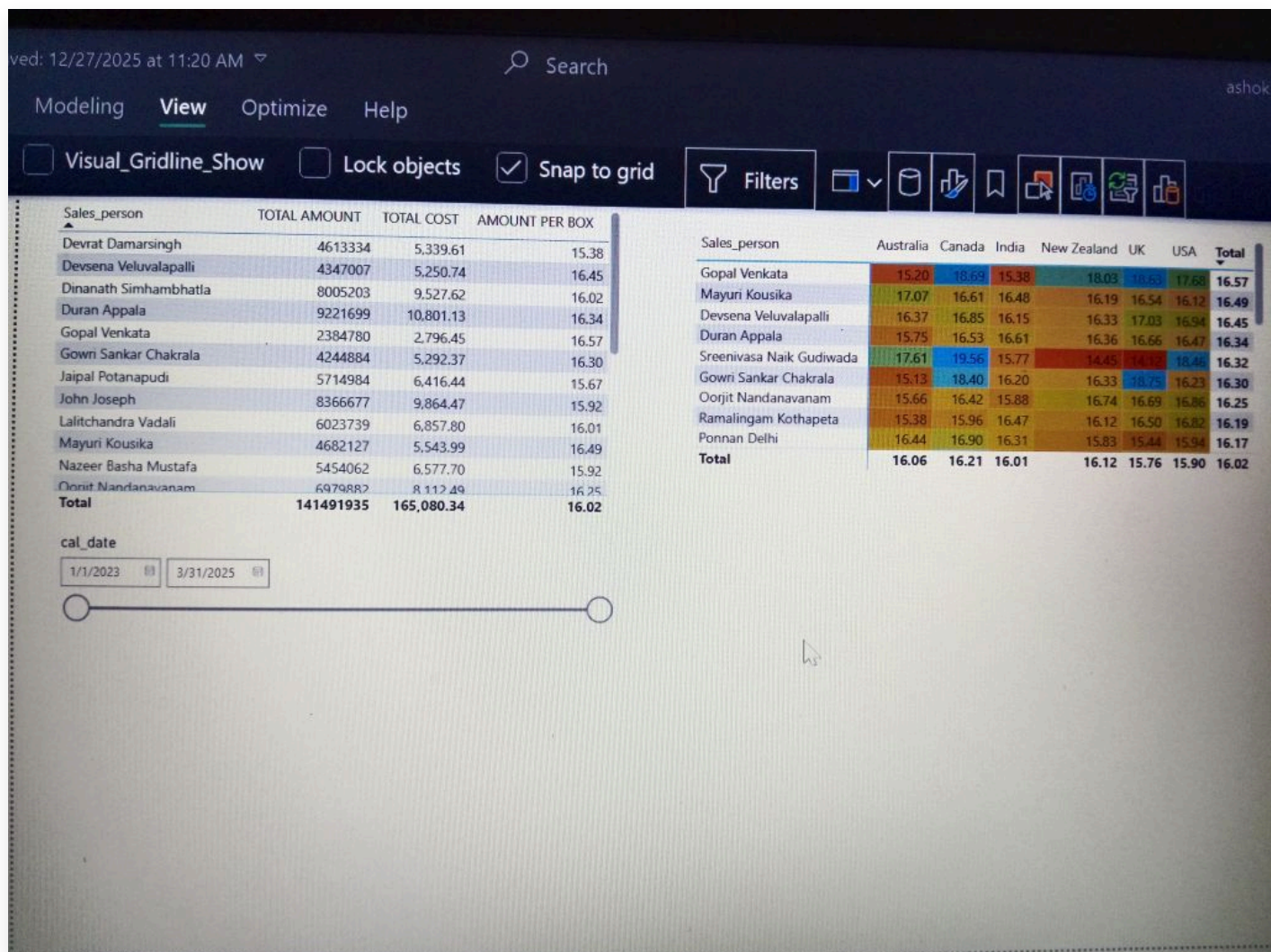
# Power BI Dashboard

Sales & Analytics Report

Power BI Analytics Project

December 2025

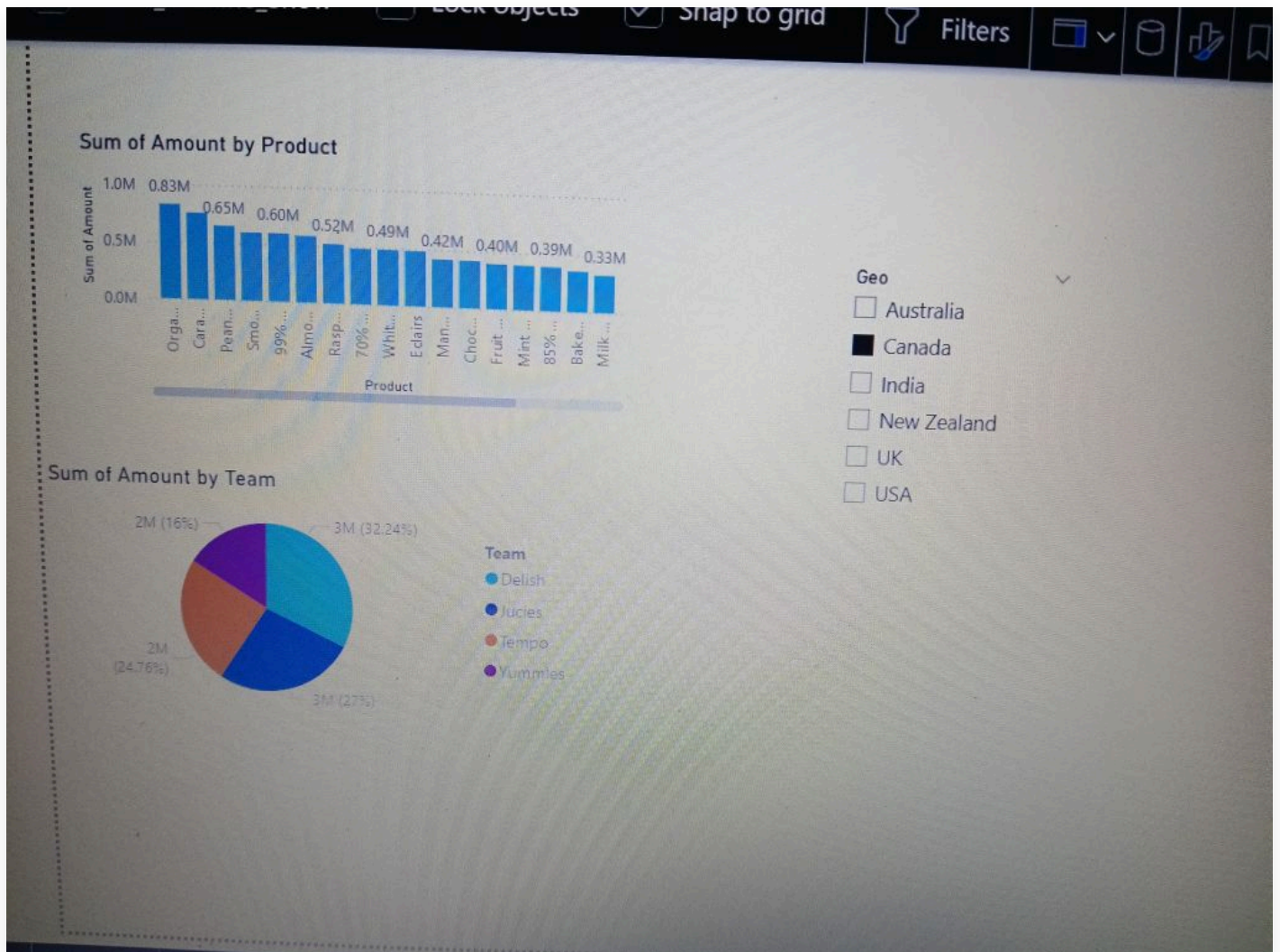
Ashok Chitikireddy



# Page 1: Sales Performance by Person

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- ▶ 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

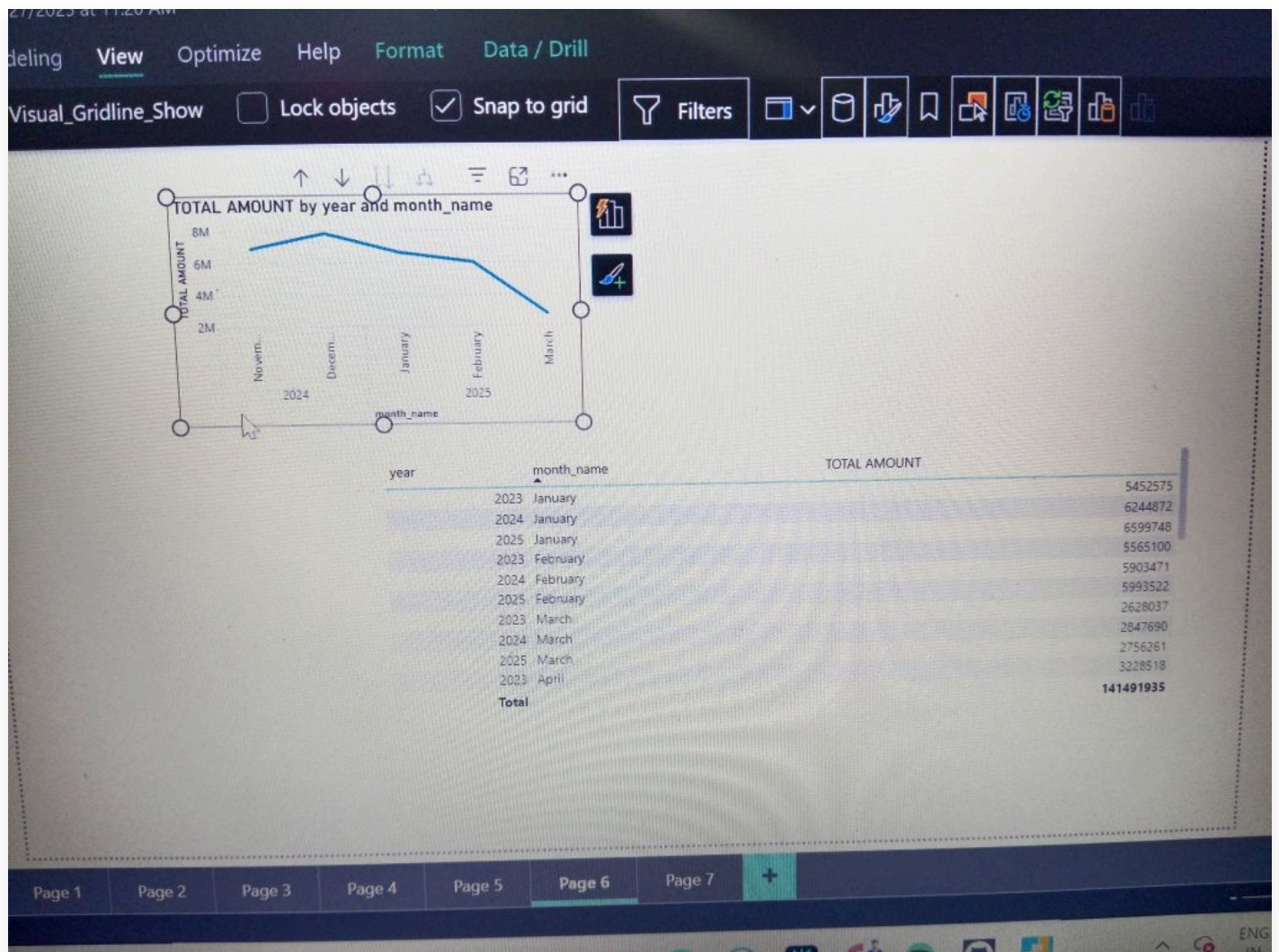


## Page 2: Product & Team Performance

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- ▶ 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)

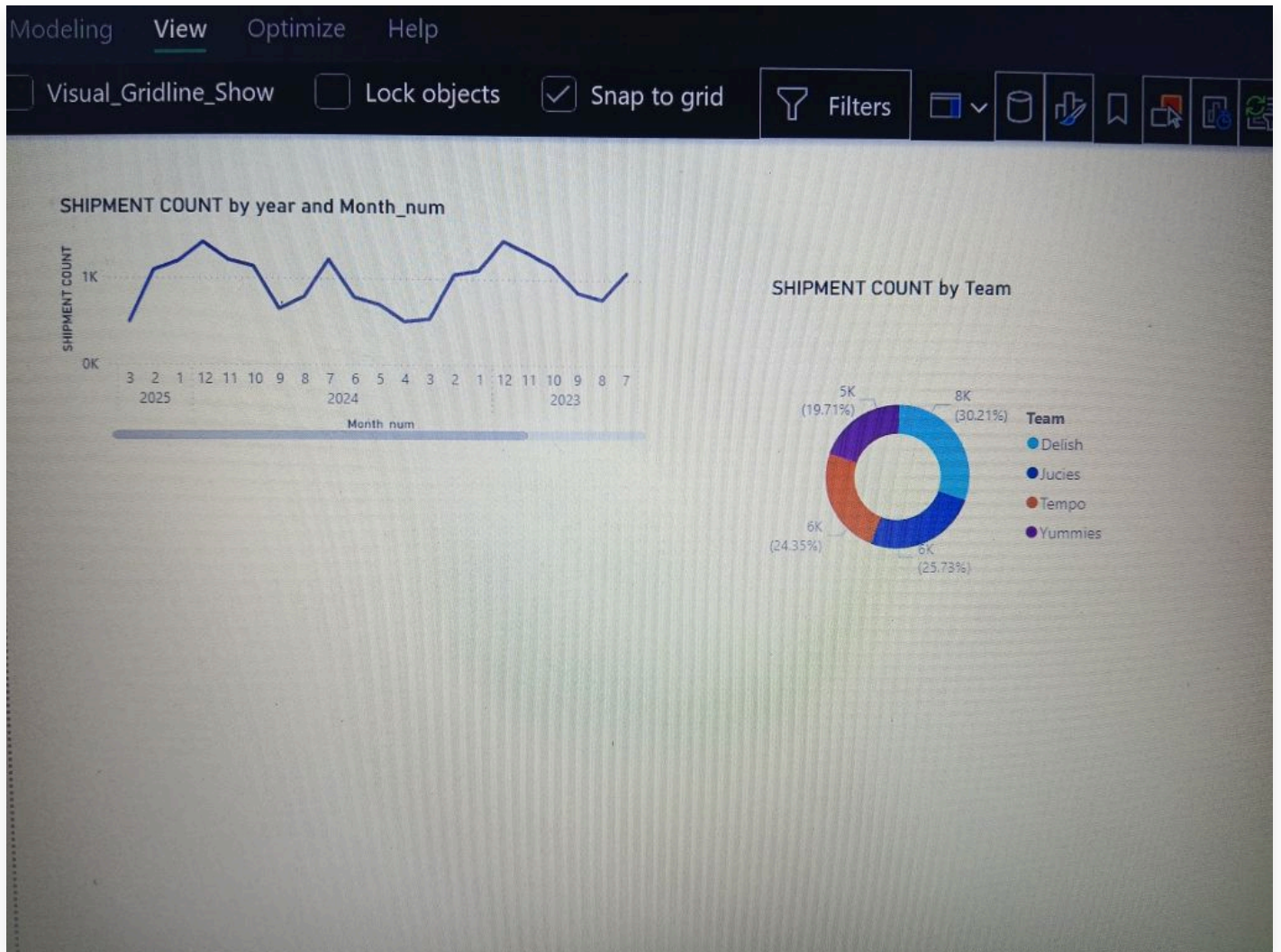




## Page 3: Monthly Sales Trends (2023-2025)

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- ▶ 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

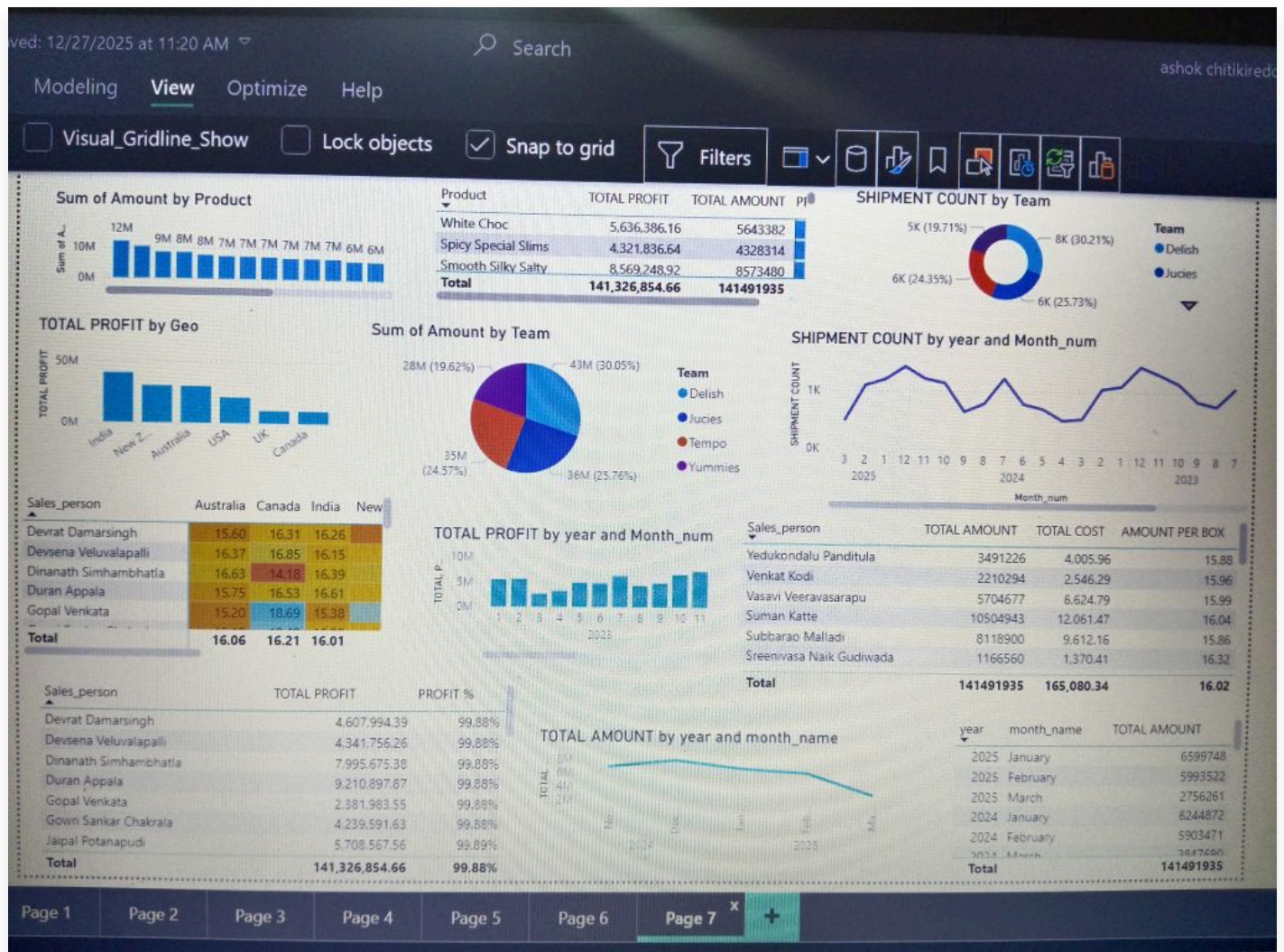




## Page 4: Geographic & Product Profitability

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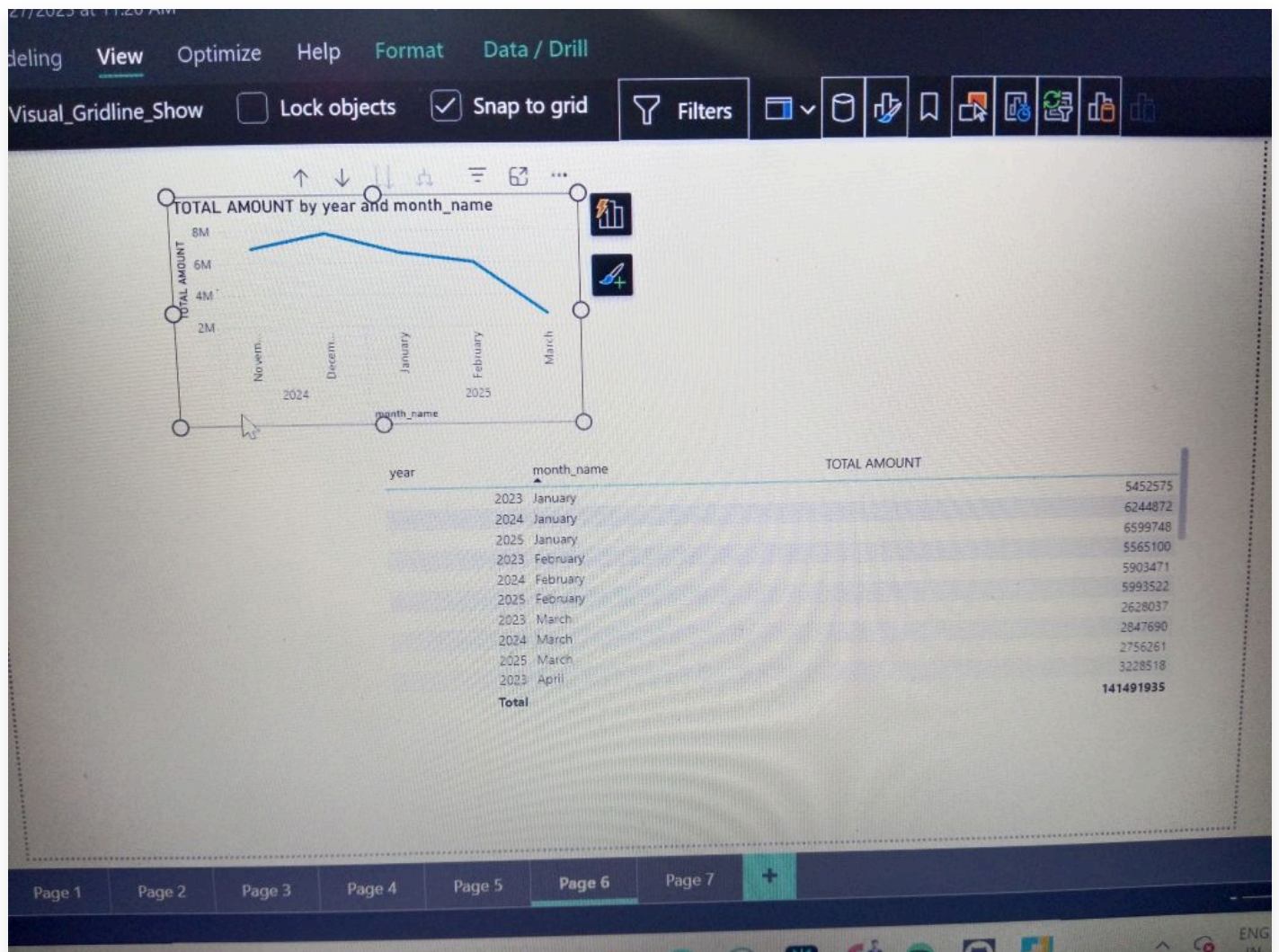
- ▶ India dominates with ₹40M profit, triple Australia's ₹13M contribution
- ▶ New Zealand (₹20M) and Australia (₹13M) form secondary markets
- ▶ Product rankings: 99% Dark Bite (₹8.45 Cr), After Nines (₹3.8 Cr), 70% Dark Bites (₹7.31 Cr)
- ▶ Profit margins consistently 99%+ across entire product portfolio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



## Page 5: Executive Dashboard

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- ▶ 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

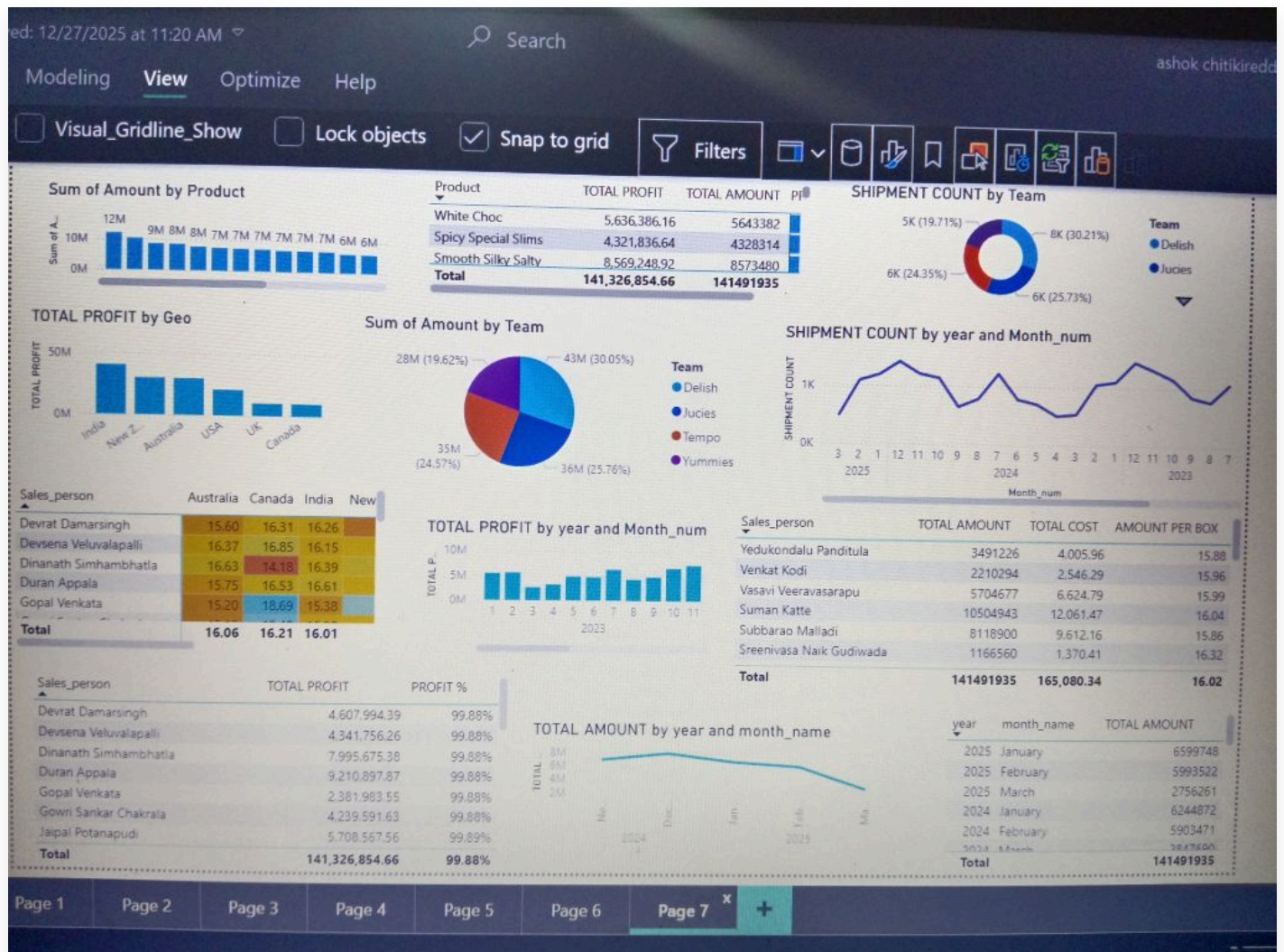




## Page 6: Shipment Count Analytics

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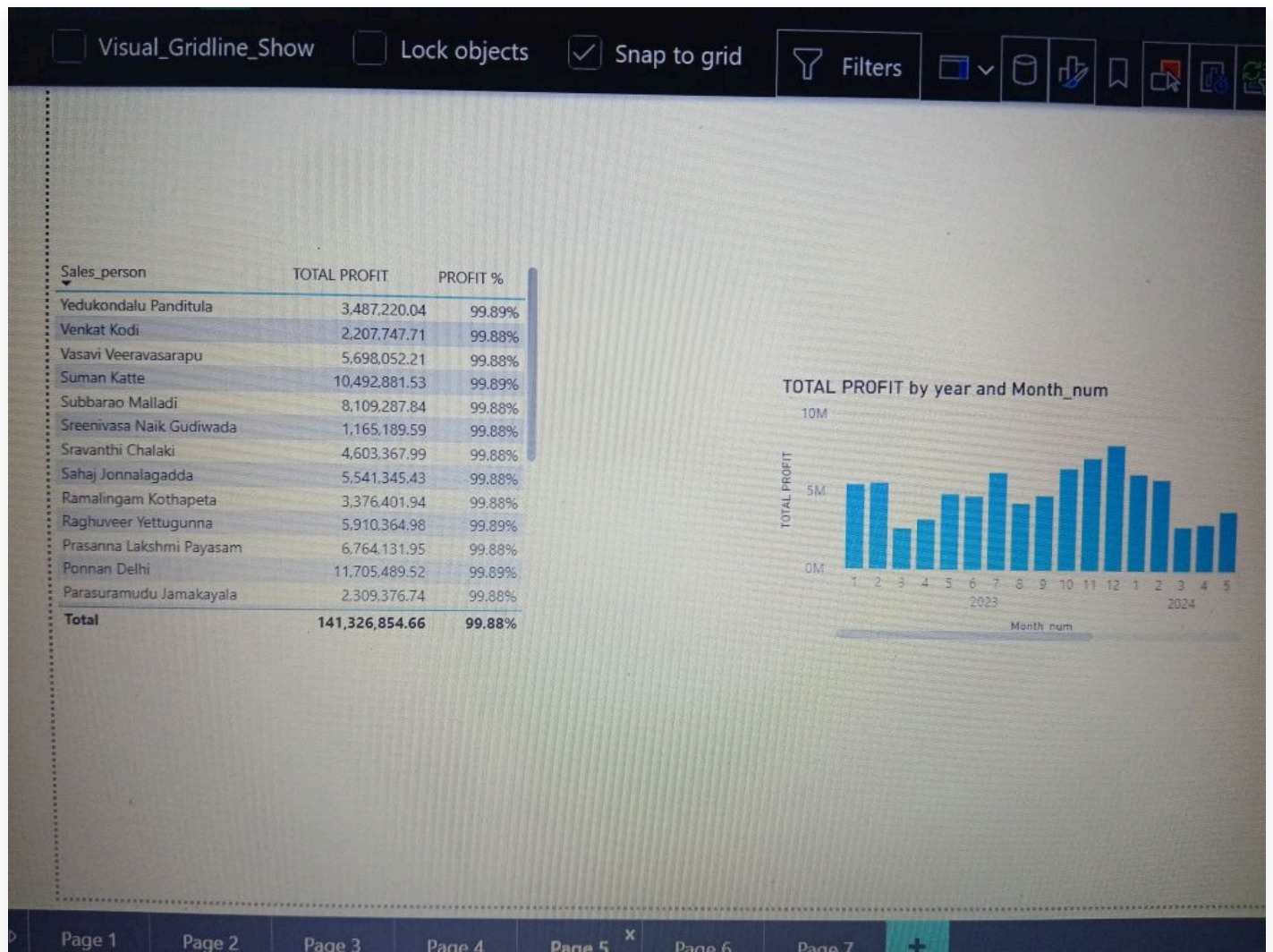
- ▶ 24-month shipment trend showing 700K-1.2K monthly volume consistency
- ▶ Team distribution: Delish (19.71%), Lucies (30.21%), Tempo (24.35%), Yummies (25.73%)
- ▶ Lucies team leads shipment volume with balanced contribution across teams
- ▶ Seasonal patterns visible with peaks in Q1 and Q3 aligning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



## Page 7: Sales Person Profitability

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- ▶ 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





# Key Business Metrics

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- ▶ **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