Global Sales Performance Dashboard

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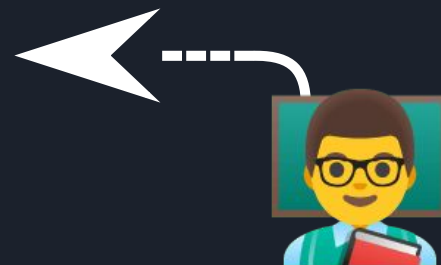 Github: https://github.com/AM-31/Guvi-Data-Analytics.git

🎯 Objective:

To design an interactive dashboard comparing sales performance across continents.
 This helps identify top-performing regions, growth trends, and product success across markets.

Project Framework

1.Data Used:

Sales transactions with fields like: Date, Country, Region, SalesAmount, Product.

2.Key Metrices:

a.Total Sales by Region.

b.Monthly Growth Trends.

c.Top-Selling Products per Region.

Dataset Used:

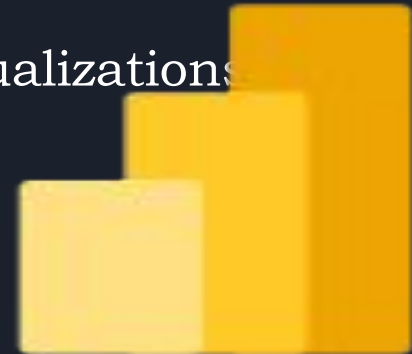| OrderID	Product	Category	Region	Country	OrderDate	SalesAmount	Month
1001	Laptop	Tech	Asia	India	2025-01-03	1250	January
1002	Chair	Furniture	Europe	Germany	2025-01-05	230	January
1003	Printer	Office	America	USA	2025-01-07	480	January
1004	Desk	Furniture	Europe	France	2025-01-10	610	January
1005	Monitor	Tech	Asia	Japan	2025-01-13	890	January
1006	Bookshelf	Furniture	America	Canada	2025-01-16	350	January
1007	Whiteboard	Office	Africa	Nigeria	2025-01-18	150	January
1008	Tablet	Tech	Europe	UK	2025-01-21	970	January
1009	Printer	Office	Asia	China	2025-01-25	450	January
1010	Desk	Furniture	America	Brazil	2025-01-28	420	January

Project Framework

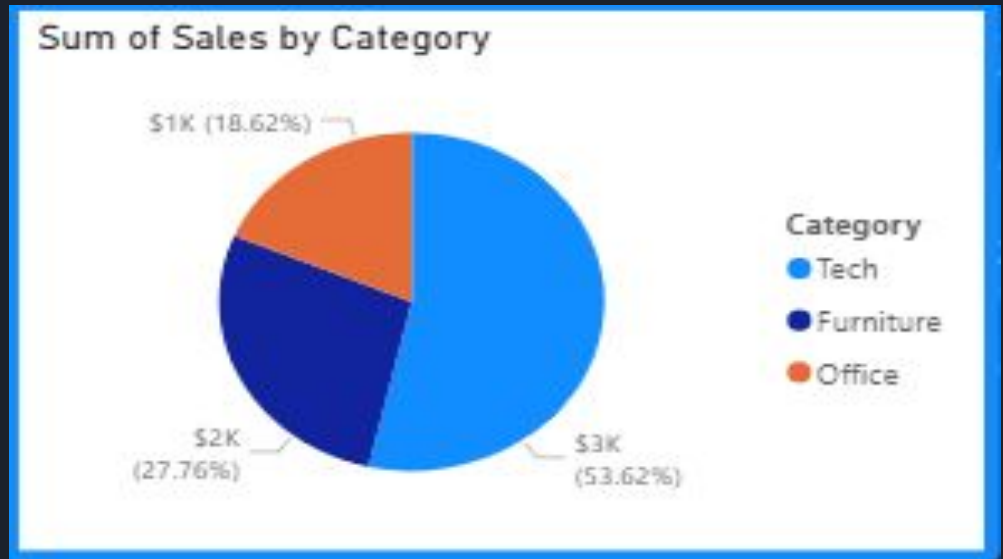**3.Tools:**

a.Power BI or Tableau.

b.Excel for pre-cleaning.

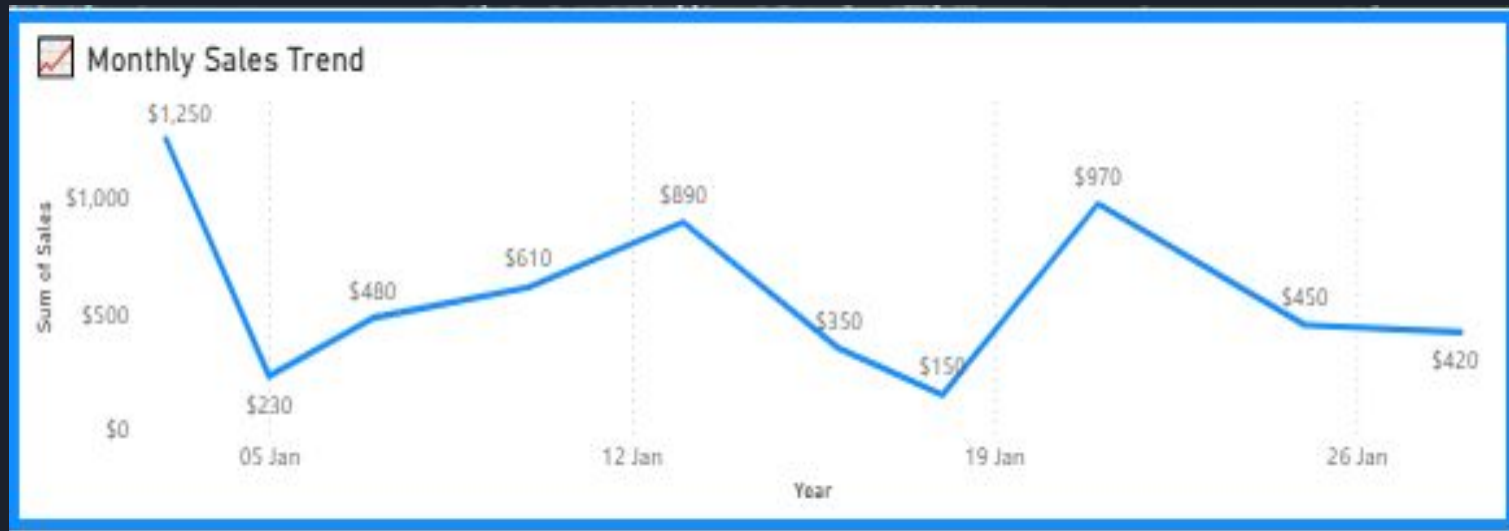c.Map-based charts and time-series visualizations

💻 **Visual Components**

- **Pie Charts:** Revenue distribution
  by categories.

Sum of Sales by Category

$1K (18.62%)

$2K (27.76%)

$3K (53.62%)

Category
- Tech
- Furniture
- Office

💻 Visual Components

- **Line Charts:** Monthly growth trends.

💻 Visual Components

- **Bar Charts:** Top-selling products by region.

Sales by Region

$2.6K — Asia
$1.8K — Europe
$1.3K — America
$0.2K — Africa

Sum of Sales

$2K

$1K

$0K

Region

💻 **Visual Components**

- **Filters:** Product Category, Year, Date, Country.

Region

- ☐ Africa
- ☐ America
- ☐ Asia
- ☐ Europe

Date

03 January ...	05 January...	07 January ...
10 January ...	13 January ...	16 January ...
18 January ...	21 January ...	25 January...

📝Expected Outcomes

1.A global sales dashboard with drill-down capability.

2.Highlights of best-performing regions.

3.Identification of seasonal trends.

4.Strategic tool for market expansion planning.

❓ Q&A

- **Feel free to ask questions.**
- **Contact: arpita_2312res166@iitp.ac.in**

Thank You