**Tailwind Traders — Sales Dashboard Report**

**Report Title:**

**Tailwind Traders — Sales Performance Dashboard**

**Purpose:**

This Power BI report was developed for **Tailwind Traders**, a fictitious retail company, to analyse its sales performance, profitability, and tax impact across different countries, time periods, and product categories. The dashboard enables stakeholders to make informed business decisions through interactive visuals.

**Data Sources:**

* **Sales Data:** Includes Gross Product Price, Gross Revenue, Net Revenue, Total Tax, Quantity Purchased.
* **Exchange Rates:** Used for currency conversion to USD for consistent reporting across regions.
* **Calendar Table:** Drives all time-based calculations for Yearly, Quarterly, and YTD analysis.

**Key Metrics & Measures:**

* **Gross Revenue**
* **Net Revenue**
* **Profit** (calculated as Gross Revenue minus Total Tax)
* **Cost per Unit (derived if not directly available)**
* **Tax per Product / Total Tax**

Time intelligence measures:

* **YTD Profit Margin**
* **Quarterly Profit Margin**
* **Yearly Profit Margin**

**Visuals & Dashboard Layout:**

The report includes:

* **Cards/KPIs:** Showing total Gross Revenue, Net Revenue, Profit, and Tax amounts.
* **Line/Area Charts:** To display trends over time for revenue, profit, and tax.
* **Slicers:** Allow users to filter by Date, Country, or Product attributes.
* **Tables:** Show detailed sales figures by country, product, or customer segment.
* **Currency Conversion:** Displays sales figures in USD using the exchange rate table.

**Insights:**

* Revenue and profit performance can be monitored for specific periods (Yearly, Quarterly, YTD).
* Dynamic visuals help stakeholders compare performance across countries and products.
* Exchange rates standardize reporting for global sales.
* Row-level security and clear roles ensure only authorized users access the data.

**Recommendations:**

* Use this dashboard for monthly and quarterly sales reviews.
* Extend dynamic row-level security to safeguard sensitive country-specific sales data.
* Continuously refresh the Exchange Rate table for accurate USD conversions.
* Expand by adding customer demographics for deeper market segmentation.

**Notes:**

This report is a fictitious example built for learning purposes. Tailwind Traders is a sample company used by Microsoft.