

Dashboard Design

Page 1: Sales Overview & Performance

- **Purpose:** Provide a comprehensive overview of sales performance and key metrics.

Filters:

- **Date Range:** Select start and end dates.
- **Sales Territory:** Filter by region (e.g., Northwest, Northeast).
- **Product Category:** Filter by product categories.

Summary Cards:

1. **Total Sales:** Displays the total sales revenue.
2. **Total Quantity Sold:** Displays the total number of units sold.
3. **Total Profit:** Displays the total profit generated.
4. **Total Orders:** Displays the total number of sales orders.

Visuals:

- **Sales Trend by Month:** Line Chart showing total sales over the selected date range.
- **Sales by Region:** Bar Chart indicating total sales by each region, filtered by selected territories.
- **Top Products by Sales:** Bar Chart displaying the top-selling products by revenue.

Key Questions:

- What are the total sales, quantity sold, profit, and number of orders during the selected period?
- How do sales trends fluctuate over the months based on the selected date range?
- Which regions are driving the highest sales figures?
- What are the top products contributing to sales revenue, filtered by product category?

Page 2: Detailed Sales Analysis

- **Purpose:** Analyze product performance, reseller contributions, and salesperson effectiveness.

Filters:

- **Salesperson:** Select specific sales representatives to filter results.
- **Reseller:** Filter by specific resellers to see their contributions.
- **Product:** Filter by specific products or categories.

Summary Cards:

1. **Average Order Value:** Displays the average revenue per order.
2. **Top Reseller:** Displays the reseller with the highest sales revenue.
3. **Top Salesperson:** Displays the salesperson with the highest sales performance.

Visuals:

- **Sales by Product Category:** Stacked Bar Chart showing sales across different product categories, filtered by product selection.
- **Reseller Performance:** Bar Chart displaying sales contributions from each reseller based on the selected filters.
- **Salesperson Performance:** Bar Chart showing total sales generated by each salesperson, filtered by salesperson selection.

Key Questions:

- What is the average order value for sales transactions in the selected filters?
- Who are the top-performing resellers and salespersons during the filtered period?
- How does product category performance vary across resellers and salespeople based on the applied filters?