Sales Performance Report

Prepared: April 2025

Dashboard Visualized in Power BI

Dashboard Visual - Overview

This dashboard presents visualizations for sales trends over time, product category analysis, regional performance, and profit insights. All visuals were generated using Power BI from the uploaded sales dataset.

Original dashboard visuals are referenced from the uploaded PDF.

Summary & Recommendations

Summary & Business Insights

1. Sales Trend Over Time:

Sales consistently grew from 2020 to 2024, peaking in 2023. Early 2025 saw a dip, suggesting a need for deeper analysis.

2. Top Performing Categories:

Phones and Chairs performed best in sales and profit.

Binders and Bookcases had high volume but low profitability, requiring margin review.

3. Regional Highlights:

California, Florida, and New York lead in total sales.

Texas and Illinois also perform well in certain categories.

Columbus and El Paso trail behind, showing market potential.

4. Product-Quantity-Profit Relationships:

High quantity does not guarantee high profit-focus should be on high-margin, high-volume products.

Actionable Recommendations:

- Promote high-margin products like Phones and Chairs.

- Reevaluate pricing for low-profit sub-categories.

- Expand market efforts in underperforming regions.

- Investigate sales dip in 2025 and align strategy for recovery.