

Supplement Sales Dashboard

Purpose:

This dashboard presents a comprehensive overview of supplement sales performance. this dashboard allows for quick insights into product performance, platform distribution, and overall sales trends for the specified year.

The data was sourced from CSV files and processed using Power Query for cleaning and shaping. DAX, measures were developed for KPIs.

Key Performance Indicators (KPIs)

- Total Sales
- Total Unit sold
- Total unit returned
- Net Unit sold

DAX (Data Analysis Expressions)

- Total Sales
`Total Sales = SUM(Supplement_Sales[Revenue])`
- Total Unit Sold
`Total Unit_Sold = SUM(Supplement_Sales[Units Sold])`
- Total Unit Returned
`Total Unit_Returned = SUM(Supplement_Sales[Units Returned])`
- PY Sales
`Sale_PY = CALCULATE([Total Sales],PREVIOUSYEAR('Calendar'[Date]))`
- Total unit sold PY
`Unit Sold_PY = CALCULATE([Total Unit_Sold],PREVIOUSYEAR('Calendar'[Date]))`
- Unit Ret PY
`Unit_Ret_PY = CALCULATE([Total Unit_Returned],PREVIOUSYEAR('Calendar'[Date]))`
- Net Unit sold PY
`Net Unit Sold PY = CALCULATE([Net Units Sold],PREVIOUSYEAR('Calendar'[Date]))`
- Net Unit Sold

$\text{Net Units Sold} = \text{SUM}(\text{Supplement_Sales}[\text{Units Sold}]) - \text{SUM}(\text{Supplement_Sales}[\text{Units Returned}])$

- YoY Sale

$\text{YoY \%} = \text{DIVIDE}([\text{Total Sales}], [\text{Sale_PY}]) - 1$

- YoY unit sold

$\text{YoY_Unit \%} = \text{DIVIDE}([\text{Total Unit_Sold}], [\text{Unit Sold_PY}]) - 1$

- YoY unit returned

$\text{YoY Ret \%} = \text{DIVIDE}([\text{Unit_Ret_PY}], [\text{Total Unit_Returned}]) - 1$

- YoY Net unit

$\text{YoY Net Unit \%} = \text{DIVIDE}([\text{Net Units Sold}], [\text{Net Unit Sold PY}]) - 1$

- Dynamic Measure

```
Measures_ = {  
    ("Sales", NAMEOF('_Measures'[Total Sales]), 0),  
    ("Unit_Sold", NAMEOF('_Measures'[Total Unit_Sold]), 1),  
    ("Unit_Returned", NAMEOF('_Measures'[Total Unit_Returned]), 2)  
}
```

Visual Used:

- **Line chart**

Dynamic monthly trend

- **Donut Chart**

Total sales by Platform

- **Bar Chart**

Total Unit by Bar chart

- **Table Visual**

Product wise Total sales & percentage