**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

Net Units Sold = SUM(Supplement\_Sales[Units Sold]) - SUM(Supplement\_Sales[Units Returned])

* YoY Sale

YoY % = DIVIDE([Total Sales],[Sale\_PY])-1

* YoY unit sold

YoY\_Unit % = DIVIDE([Total Unit\_Sold],[Unit Sold\_PY])-1

* YoY unit returned

YoY Ret % = DIVIDE([Unit\_Ret\_PY],[Total Unit\_Returned])-1

* YoY Net unit

YoY Net Unit % = DIVIDE([Net Units Sold],[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