

Ecommerce sales dashboard

Country

All

Year

2014

Month name

JanFebMarAprMayJunJulAugSepOctNovDec

12M

Sum of Total Revenue

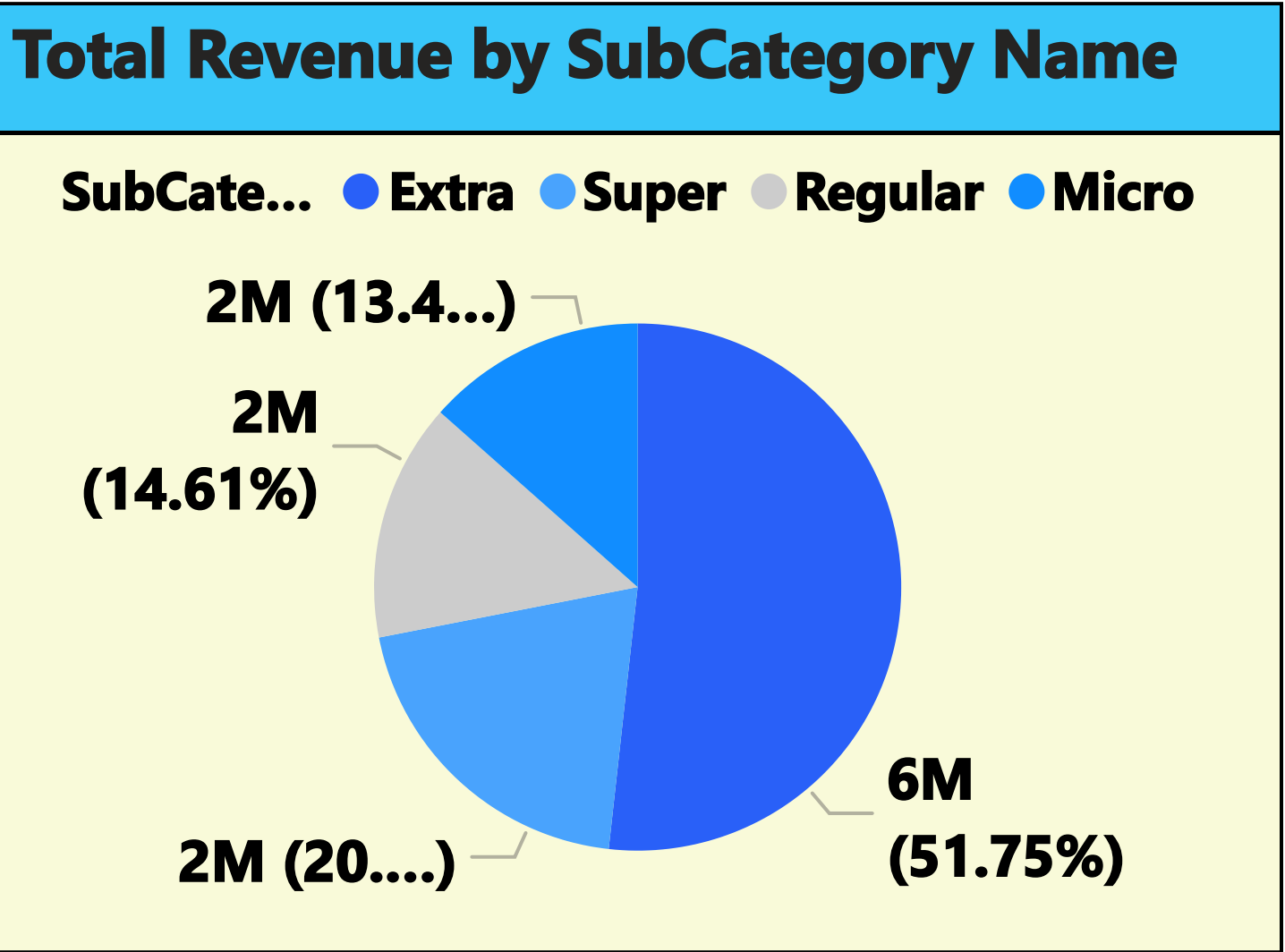
370K

Sum of Units

7.97M

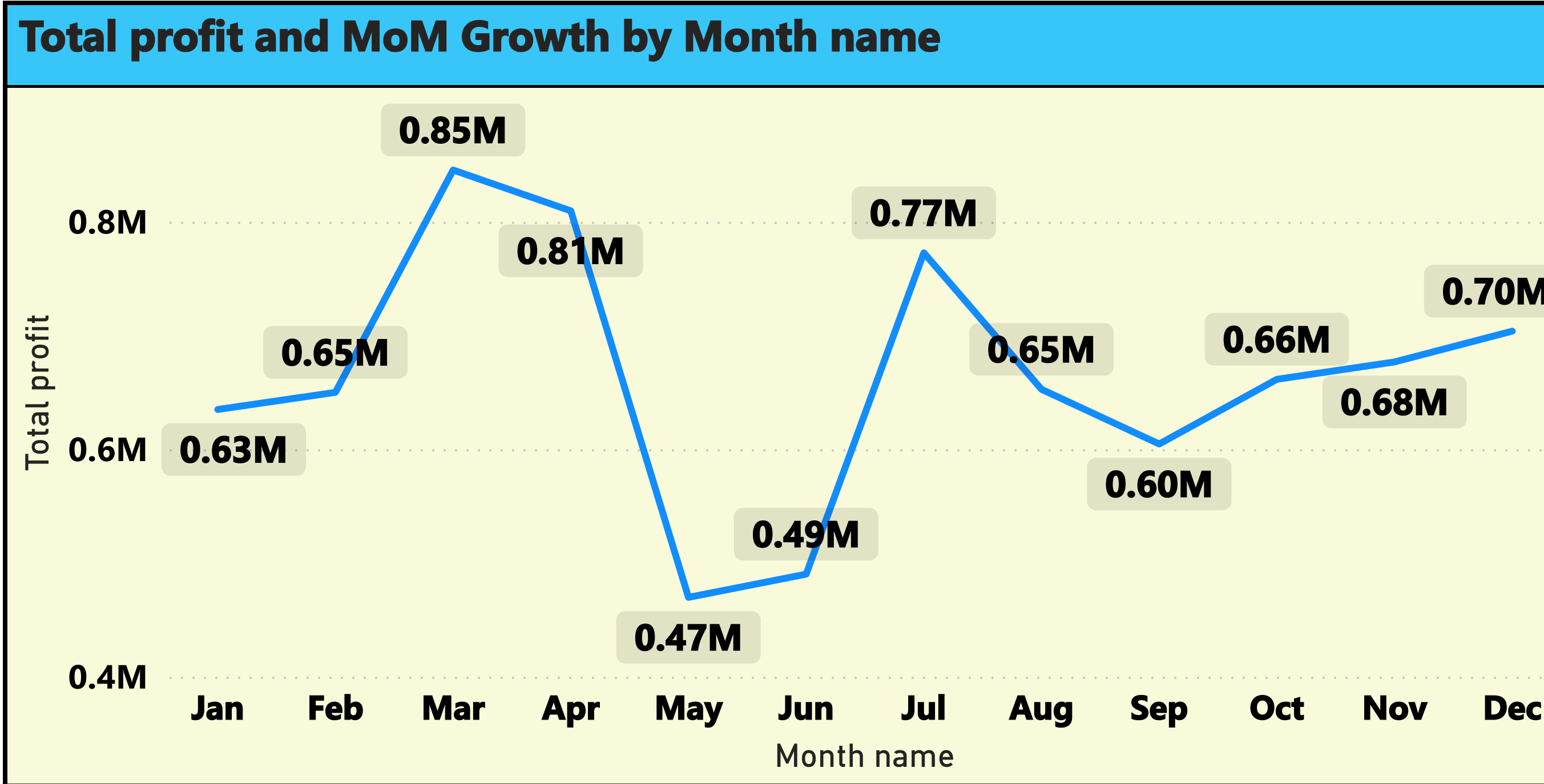
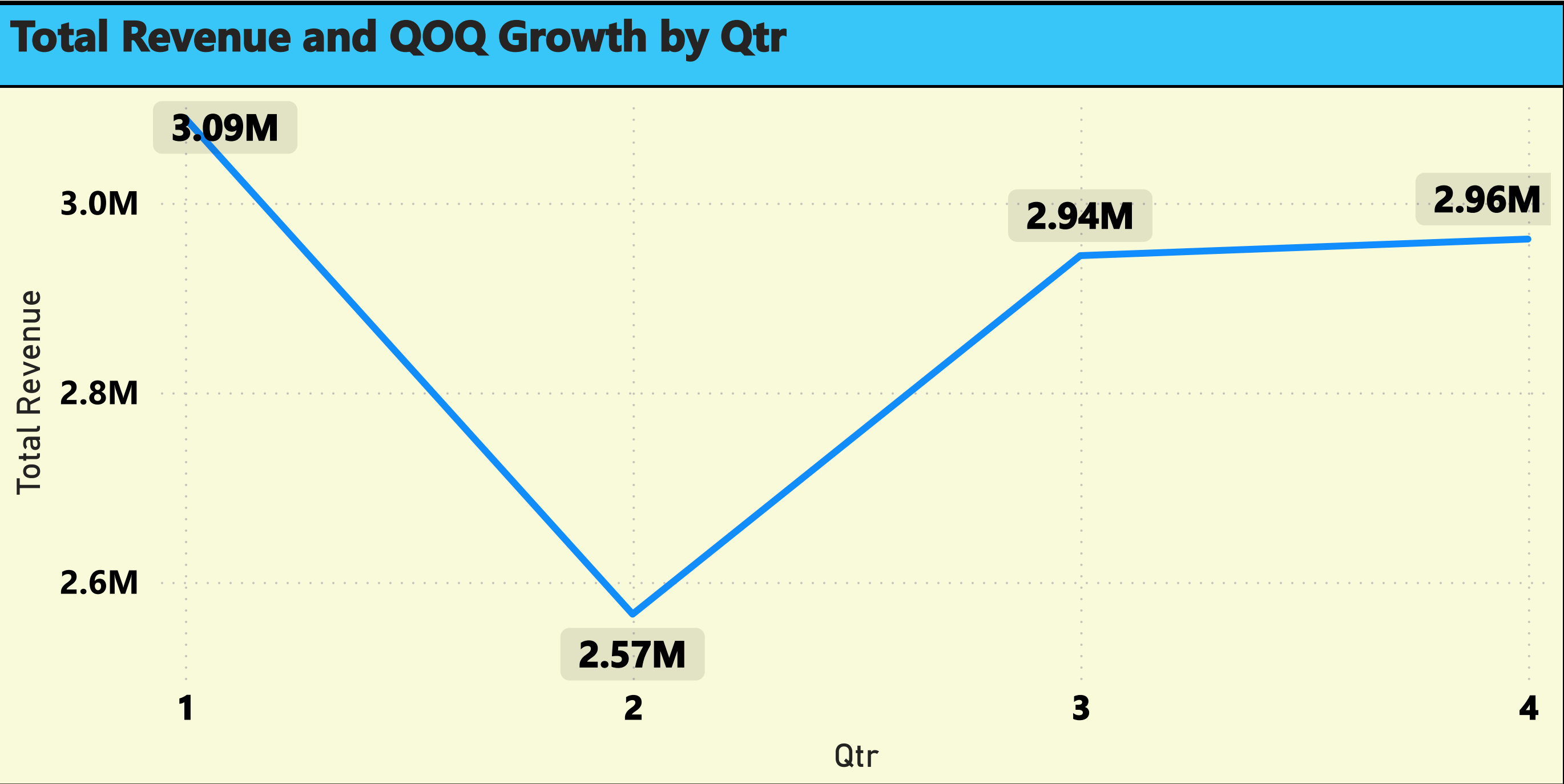
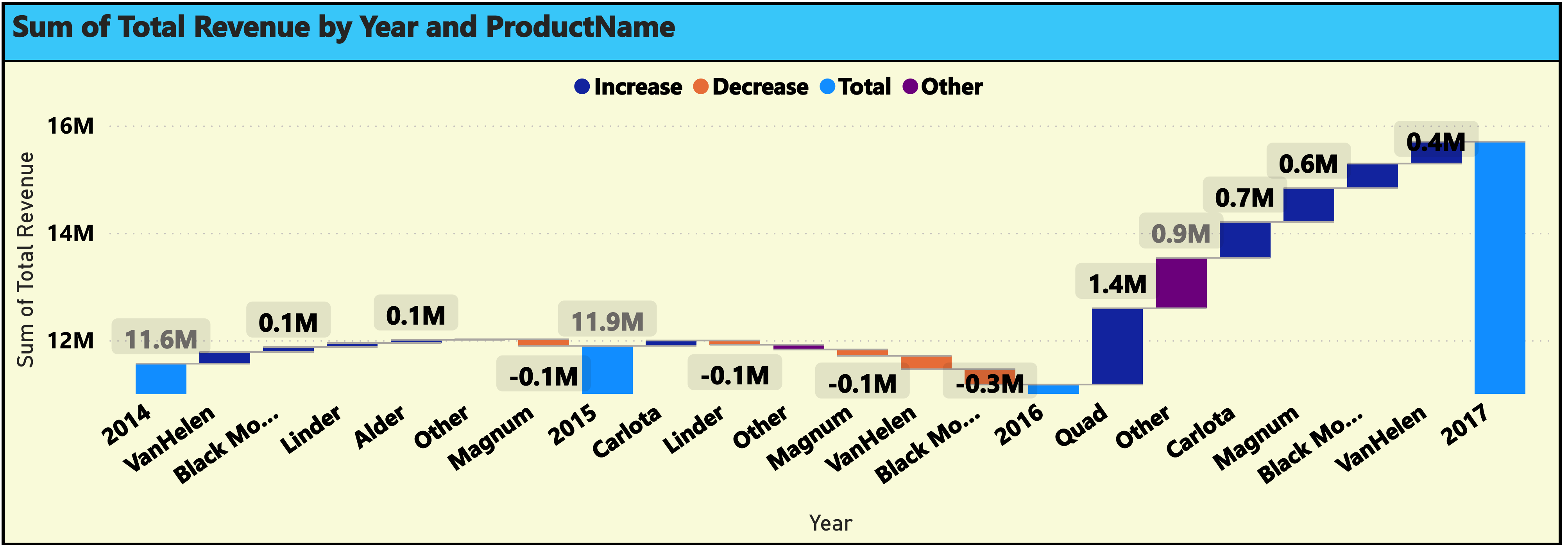
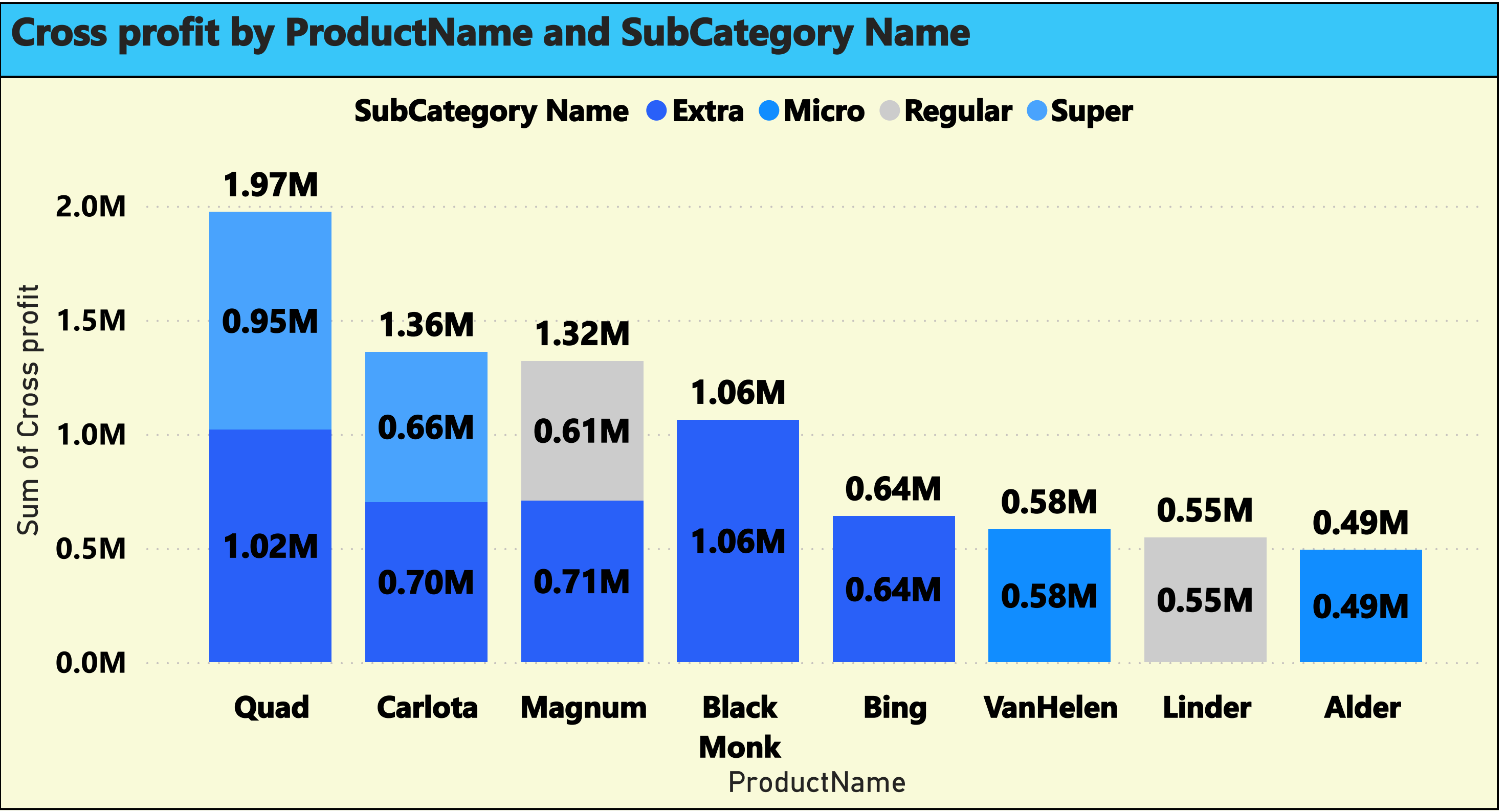
Gross profit

Date	Average of Total Revenue
1/2/2014	2761
1/3/2014	2465
1/4/2014	2845
1/5/2014	2502
1/7/2014	2626
1/8/2014	2493
1/9/2014	2122
1/10/2014	2495
2/1/2014	2789
Total	2364



Top 5 Sales rep

Bill Muray
Ellen Woody
Ellie Gill
Jan Novotny
John White



Project Overview:

This Power BI project focuses on analyzing and visualizing the sales performance data of a company. The dashboard provides insights into total revenue, unit sales, gross profit, and other key performance indicators. It also highlights top-performing sales representatives and products, as well as sales trends across different time periods.

Project Objectives :

- **Analyze Sales Performance:** Provide a detailed analysis of sales performance across different countries, products, and time periods.
- **Identify Key Insights:** Uncover important trends and insights to inform business decisions.
- **Track Sales Targets:** Monitor sales performance against set targets and KPIs.

Data Source:

The data used in this project was extracted from the from different data sources CSV, excel and then create relationships Between them

- 1) Sales (folder by year).
- 2) Category(Excel).
- 3) Geography(Excel).
- 4) Product(csv).
- 5) SalesRep(Excel).
- 6) subCaterories(Excel).

Data Preparation:

- **Data Modeling** : 1.

Task 1.1:

Do the respective transformations to the Sales fact table in order to split the Country from the City in field "Location". Make sure you set up the correct Data Type to allow Geo maps.

Do the necessary updates in the Date field to make sure you can setup the Date format.

Task 1.2:

Create unique key (GeoKey) in Sales and Geography table

Task 1.3:

The Dimensional queries SalesRep and Sub Category need additional treatment. Some ID columns have the following format:

DAX calculations

Task 2.1:

Calculate **Total Revenue** in Sales table, using the Product's Retail Price, and multiplying it by the Units.

Task 2.2:

Calculate **Total Cost** in Sales table, using the Product's Standard Cost, and multiplying it by the Units.

Task 2.3:

Calculate **Gross Profit** in Sales: Total Revenue – Total Cost

Task 2.4:

Calculate a **Gross profit MoM growth Change%** measure that could benefit us in decision making

Task 2.5:

Calculate a measure for **AVG sales per day** – this is the average sum of **Total Revenue** per day based on the Dates of actual Sales.

Task 2.6:

Breakdown Analysis by **Product (drop or increase)**

Calculate the following time measures

This is QBR Report. So **QoQ Growth is required**

Reports Visualizations:

1. **KPI Summary:** Displays total revenue **(50M)** , total units sold **(2M)** , and Cross profit **(34.7M)**.
2. **Sales Trends:** Shows the average total revenue per day and highlights trends with up and down arrows.
3. **Top Sales Representatives:** Lists the top 5 sales reps based on total revenue.
4. **Product Performance:** Bar chart showing cross profit by product and subcategory.
5. **Revenue and Profit Trends:** Line charts depicting total revenue and profit growth by quarter and month.
6. **Category Breakdown:** Pie chart showing total revenue by subcategory.
7. **Yearly Performance:** Waterfall chart analyse the sum of total revenue by year and product.

Features:

- **Interactive Filters:** Allow users to filter data by country, year, and month.
- **Dynamic Visuals:** Visuals update dynamically based on selected filters for detailed analysis.
- **Custom Visualizations:** Utilized custom visuals to enhance data presentation.

Key Insights & Analysis :

- **Total Revenue and Profit:** The company achieved a total revenue of **12M** and a Cross profit of **7.9M** in the selected period of 2014
- **Top Performers:** **Bill Murray** and **Ellen Woody** are the top sales reps, contributing significantly to total sales.
- **Product Insights:** The product **"Quad"** generated the highest cross profit among all products.
- **Seasonal Trends:** Sales and profit trends show fluctuations, with notable peaks in certain months and quarters.

Year ▲	Qtr	Tot Rev	Prev Qtr	QOQ Growth
2014	1	3,089,520.55		Infinity
2014	2	2,565,969.45	3,089,520.55	-16.95%
2014	3	2,944,252.90	2,565,969.45	14.74%
2014	4	2,961,703.05	2,944,252.90	0.59%
2015	1	3,110,246.20	2,961,703.05	5.02%
2015	2	2,938,621.80	3,110,246.20	-5.52%
2015	3	2,948,976.10	2,938,621.80	0.35%
2015	4	2,894,233.15	2,948,976.10	-1.86%
2016	1	2,941,330.65	2,894,233.15	1.63%
2016	2	2,660,854.15	2,941,330.65	-9.54%
2016	3	2,807,393.90	2,660,854.15	5.51%
2016	4	2,763,655.90	2,807,393.90	-1.56%
2017	1	3,846,566.70	2,763,655.90	39.18%
2017	2	4,042,652.15	3,846,566.70	5.10%
2017	3	3,870,142.70	4,042,652.15	-4.27%
2017	4	3,938,007.05	3,870,142.70	1.75%
Total		50,324,126.40		Infinity

Year ▲	Month name	Sum of Cross profit	pre month	MoM Growth
2014	Jan	634,925.50		Infinity
2014	Feb	649,989.60	634,925.50	2.37%
2014	Mar	845,460.60	649,989.60	30.07%
2014	Apr	809,599.40	845,460.60	-4.24%
2014	May	469,752.80	809,599.40	-41.98%
2014	Jun	490,154.00	469,752.80	4.34%
2014	Jul	772,667.10	490,154.00	57.64%
2014	Aug	652,649.00	772,667.10	-15.53%
2014	Sep	604,578.20	652,649.00	-7.37%
2014	Oct	661,460.60	604,578.20	9.41%
2014	Nov	676,728.10	661,460.60	2.31%
2014	Dec	703,793.90	676,728.10	4.00%
2015	Jan	534,698.00	703,793.90	-24.03%
2015	Feb	716,552.30	534,698.00	34.01%
2015	Mar	893,480.80	716,552.30	24.69%
2015	Apr	704,780.20	893,480.80	-21.12%
2015	May	649,307.50	704,780.20	-7.87%
2015	Jun	672,104.90	649,307.50	3.51%
2015	Jul	715,528.90	672,104.90	6.46%
2015	Aug	630,056.90	715,528.90	-11.95%
2015	Sep	687,671.70	630,056.90	9.14%
2015	Oct	662,177.20	687,671.70	-3.71%
2015	Nov	536,057.30	662,177.20	-19.05%
2015	Dec	797,519.50	536,057.30	48.78%
Total		34,699,236.80		Infinity