

# **SALES DASHBOARD**

## **Dashboard Purpose**

The purpose of the sales dashboard is to present an overview of the sales metrics and trends in order to analyse the month and trimester sales performance and understand sales trends.

## **Key Requirements**

### **KPI OVERVIEW**

- Display a summary of total sales, quantity and orders for the month and the previous month.

### **SALES TRENDS**

- Present the data for each KPI monthly for both the current month and the previous month.

### **PRODUCT SUBCATEGORY COMPARISON**

- Compare sales performance by different product subcategories for the current month and the previous month.

### **WEEKLY TRENDS FOR SALES**

- Highlight weeks that are above and below the average to draw attention to sales performance.