**Mockup of the Finance Dashboard**

1. A detailed P & L statement with Key metrics.
2. A line chart/Area chart showing performance over time of the metrics
3. KPIs like Net Sales, GM%, Net Profit%
4. Matrix visual showing the performance of the customers by Net Sales within Regions and markets.
5. Matrix visual showing the performance of the Products by Net Sales within segments
6. Region wise slicers, customer wise slicers and product segment wise slicers to facilitate better drilling down of data.
7. Time Based Slicers based on fiscal year, quarters, YTD/YTG
8. All Metric comparisons are based on Target, or LY values.
9. Necessary Tooltips to show trend of NS $ and GM %

**Description of the data used in mockup**

**Atliq** sells to consumers through the following distribution **channels:**

1. Direct Channel (Atliq E-store, Atliq Exclusive)
2. Retailer (Croma, Amazon)
3. Distributer (Eg- Neptune in China)

Here Amazon, Croma, AtliQ Exclusive etc. are the customers

Markets are country names. They come under 4 regions. APAC, EU, NA, LATAM.

The product hierarchy is a structured classification from broad to specific:

Division → Segment → Category → Product Name → Variant.

Product divisions include

* Peripheral and Accessories (P & A),
* PC (Personal Computer),
* N & S (Networking and storage)

**Note :**

Instead of using columns, we are creating and using measures.

Creating measures allows dynamic calculations, optimize performance and reduced file size.

**Purpose of Mockup:**

Creating Mockup of the Dashboard helps us in

• Visual communication of what we need

• Early feedback

• Enhanced user experience

**Note** mockup.ai is one of the tool