



Dashboard Design

Interactive dashboard for business stakeholders.

Dashboard Objective and Key Metrics

Objective of the Dashboard:

The purpose of this interactive dashboard is to provide business stakeholders with real-time insights into critical metrics, enabling data-driven decision-making. It consolidates key performance indicators (KPIs) in an easily accessible format, offering a comprehensive view of business performance.

Key Metrics:

- 1. Revenue:** Tracks sales performance and overall revenue generation.
- 2. Customer Acquisition:** Measures the number of new customers or leads acquired over time.
- 3. Profit Margin:** Displays the company's profit margin as a percentage of sales.
- 4. Sales Growth:** Shows the change in sales over time, helping to identify growth trends.
- 5. Customer Satisfaction:** Monitors customer feedback and satisfaction scores.

Dashboard Overview Slide

Objective:

This dashboard provides a comprehensive overview of sales performance across European regions. It supports business stakeholders in making informed, data-driven decisions by visualizing key trends, regional insights, and market dynamics.

Key Metrics Tracked:

- **Total Sales Revenue (EUR)** – Monitors overall sales across Europe.
- **Sales by Country** – Compares performance between EU markets.
- **Monthly Sales Trend** – Tracks sales growth over time.
- **Top Products by Revenue** – Identifies best-performing products.
- **Regional Sales Targets vs. Actual** – Measures performance against goals.
- **Customer Growth Rate** – Tracks new customer acquisition in each region.

European Sales Dashboard



Key Insights Slide:

- **Germany leads** in total sales revenue, contributing 28% of total European sales.
- **Southern Europe** (Spain & Italy) shows the **highest growth rate**, with a 15% increase in Q1.
- **Sales dipped** in the UK due to seasonal demand fluctuations and lower repeat purchases.
- **Top 3 Products** account for over 50% of total revenue—suggesting focused marketing may boost ROI.
- **Eastern European markets** show potential, with a 12% increase in new customer acquisitions.
- **Sales targets were exceeded** in 6 out of 10 countries, indicating strong regional execution.

Actionable Insights

- Strategic Recommendations:
- Increase investment in Southern Europe
- Reassess Uk marketing strategies
- Expand product availability
- Launch targeted campaigns in Eastern Europe
- Set higher quarterly or upselling strategies

Conclusion Slide

- the key takeaways from the European Sales Dashboard in point form, using keywords:
- * Strong Sales: 733,215 total.
- * Healthy Profit: 93,439 generated.
- * Customer Base: 693 customers served.
- * Late-Year Surge: November, December peak sales.
- * Phones Dominant: Top-selling product category.
- * Office Strong: Chairs, Binders, Storage, Accessories, Tables, Copiers significant.
- * Low Performers: Fasteners, Envelopes, Labels, Art, Supplies, Paper, Furnishings, Bookcases, Appliances, Machines.