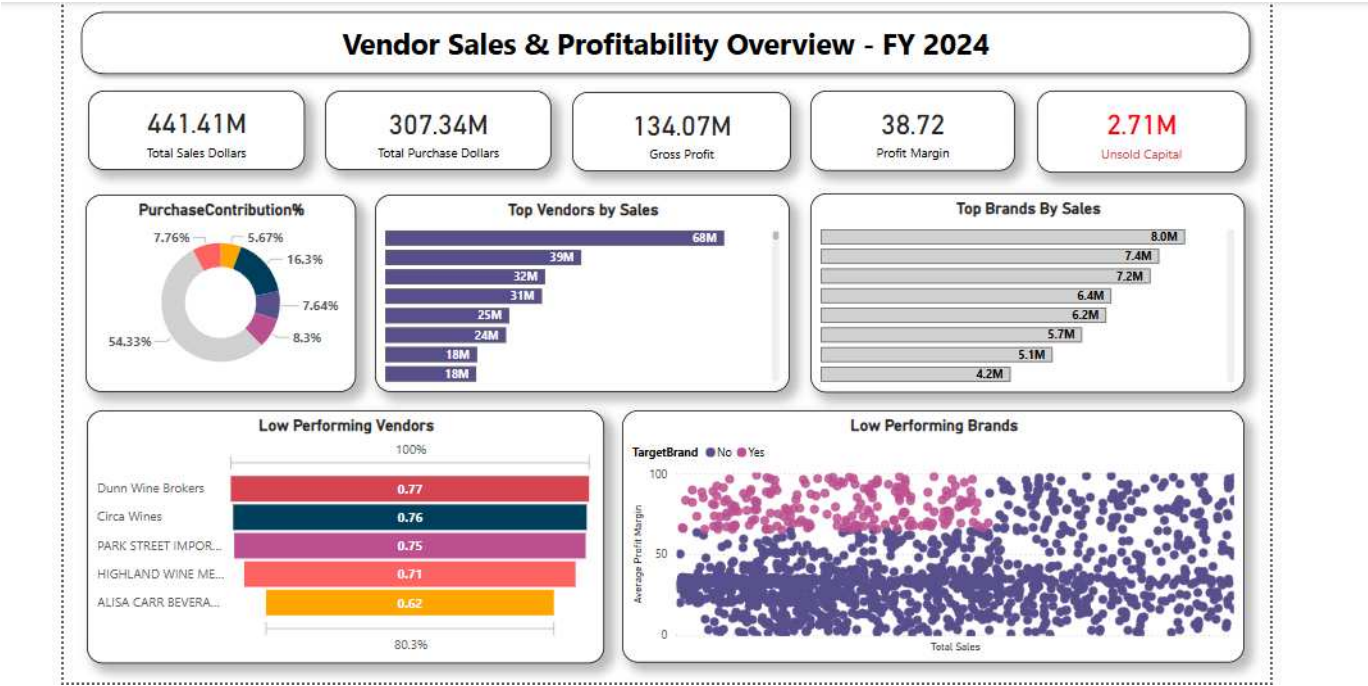# Vendor Sales Performance Report (Power BI Dashboard)

Objective:

To identify low-performing vendors and underperforming brands using key KPIs such as Stock Turnover, Sales Volume, and Profit Margin. This analysis supports strategic decisions in vendor management and brand optimization.

Key KPIs (Card Visuals):

1. **Total Sales ($):** Shows the overall revenue generated from all vendors.
2. **Total Profit Margin (%):** Displays the average profit margin across all vendors.
3. **Average Stock Turnover:** Indicates how efficiently inventory is being sold and replaced.
4. **Total Vendors:** Total number of vendors analyzed in the dataset.

Low Performing Vendors Funnel (Funnel Chart):

DAX Table Created:

```
DAX
CopyEdit
LowTrunOverVendor =
VAR FilteredData =
    FILTER(vendor_sales_summary, vendor_sales_summary[StockTurnover] < 1)
RETURN
    SUMMARIZE(FilteredData,
            vendor_sales_summary[VendorName],
            "AvgStockTurnOver", AVERAGE(vendor_sales_summary[StockTurnover]))
```

Filtering Logic:

- Only vendors with stock turnover **< 1** were considered.
- **Bottom 5** vendors selected using visual-level filtering.

Top 5 Low Performing Vendors:

Vendor Name	Avg Stock Turnover
Dunn Wine Brokers	0.77
Circa Wines	0.76
PARK STREET IMPORTS LLC	0.75
HIGHLAND WINE MERCHANTS	0.71
ALISA CARR BEVERAGES	0.62

Insights:
These vendors are struggling to move inventory, indicating potential issues in sales strategy, demand, or product appeal.

Low Performing Brands (Scatter Chart):

Table Created Using:

```
DAX
CopyEdit
BrandPerformance =
    SUMMARIZE(vendor_sales_summary,
              vendor_sales_summary[Description],
              "TotalSales", SUM(vendor_sales_summary[TotalSalesDollars]),
              "AvgProfitMargin", AVERAGE(vendor_sales_summary[ProfitMargin]))
```

New Column:

```
DAX
CopyEdit
TargetBrand =
IF(
    [TotalSales] <= PERCENTILEX.INC(BrandPerformance, BrandPerformance[TotalSales], 0.15) &&
    [AvgProfitMargin] >= PERCENTILEX.INC(BrandPerformance, BrandPerformance[AvgProfitMargin],
0.85),
    "Yes",
    "No"
)
```

Criteria:

- **Low Sales** (Bottom 15%)
- **High Profit Margin** (Top 15%)

 Insight:
Brands with **low sales but high profit margins** might be under-promoted or under-distributed. They may present **untapped growth opportunities**.

Other Charts & Tables Included:

- **Bar Chart**: Total sales by vendor for comparison.
- **Profit Margin Distribution**: Analyzed using visuals for quick anomaly spotting.
- **Tables**: Interactive tables for drill-through filtering and detailed view.

Recommendations:

1. Reassess vendor contracts or support strategies for the lowest-performing vendors.
2. Promote or push the **high-margin but low-sales brands** with better visibility or bundled offers.
3. Conduct further **root cause analysis** (pricing, marketing, seasonal effect) on underperforming vendors.