

SALES
DASHBOARD

Total Revenue

£88.9M

Complete Unit

Total Units Sold

1016

Sales

£86.1M

% Achieved

75%

Spare Parts

Total Units Sold

984

Sales

£2.8M

% Achieved

82%

More Details

Month

All

Sales Person

All

Product Type

All

Region

All

Sales Method

All

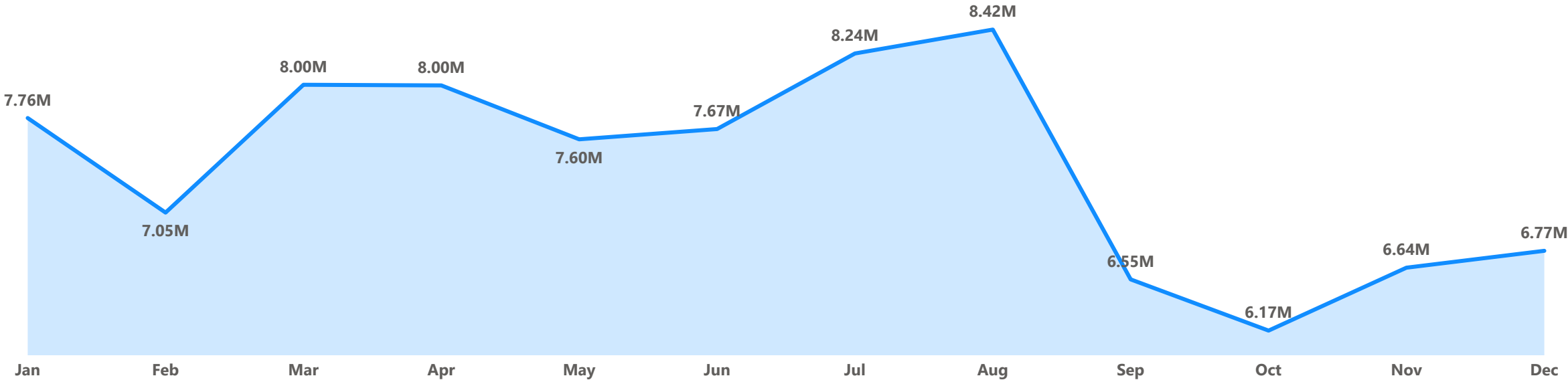
Revenue by Sales Person



Sales Rep by Percentage Achieved

Sales Person	Comp Unit	% Comp Unit	Spares	% Spares
Jane Smith	19,145,504	96%	515,666	103%
Robert Johnson	17,388,642	70%	535,051	67%
Michael Brown	17,341,409	69%	585,884	73%
John Doe	16,695,993	67%	548,879	69%
Emily Davis	15,506,317	78%	604,424	121%
Total	86,077,865	75%	2,789,905	82%

Sum of Amount by Month



Sales Performance Analysis

Project Overview:

Developed an interactive Power BI sales dashboard to track performance across multiple sales representatives and regions, enabling real-time visibility into revenue, unit sales, and performance targets.

Objective:

Monitor monthly and annual sales trends, evaluate individual and regional performance, and identify gaps in target achievement to guide sales strategy and operational adjustments.

Data Summary:

- Dimensions: Salesperson, Month, Product Type, Region, Sales Method
- Metrics: Total Sales Revenue, Units Sold, % Achieved, Spares Sales
- Time Filters: Monthly (Jan–Dec)

Key Features:

- KPI Cards: Total Sales Revenue (£44.3M), Total Units Sold (496 main, 475 spares)
- Monthly Sales Trend Graph: Shows fluctuations in revenue from Jan (£3.92M) to Dec (£2.79M)
- Salesperson Breakdown: Revenue and % target achievement for each rep
- Sales Method Filter: Currently focused on “Online”
- Interactive Filters: Product Type, Region, Month, Salesperson

Insights:

- Jane Smith and John Doe were top performers (£9.36M each), though Jane had higher % spares (52%)
- % Achieved across all sales reps averaged 37%, indicating underperformance relative to targets
- Revenue peaked in March (£4.18M) and dipped in April and December

- Emily Davis had the highest spare parts sales % (58%) but the lowest total revenue
- There's relatively balanced monthly revenue except for sharp dips in April (£2.76M) and December (£2.79M)

Recommendations:

- Investigate low % target achievement, possible mismatch between targets and market capacity
- Offer performance coaching for reps below 35% target achievement
- Consider incentives focused on spares for reps with low contribution in that area
- Analyze regional and product type performance to identify growth opportunities
- Introduce benchmarking in future dashboards to compare reps against regional averages

Impact:

This dashboard gave sales leaders and analysts a clear view of revenue distribution, rep performance, and monthly sales trends. It highlighted underperforming areas, supporting data-driven coaching, territory realignment, and strategy refinement. The groundwork is laid for further integration with CRM and forecasting tools.