

MICROSOFT POWER BI

PROJECT: PRODUCT FINANCIAL DASHBOARD

The dashboard was created using inbuilt dataset of power bi, which consists:

- 700 rows
- 16 columns

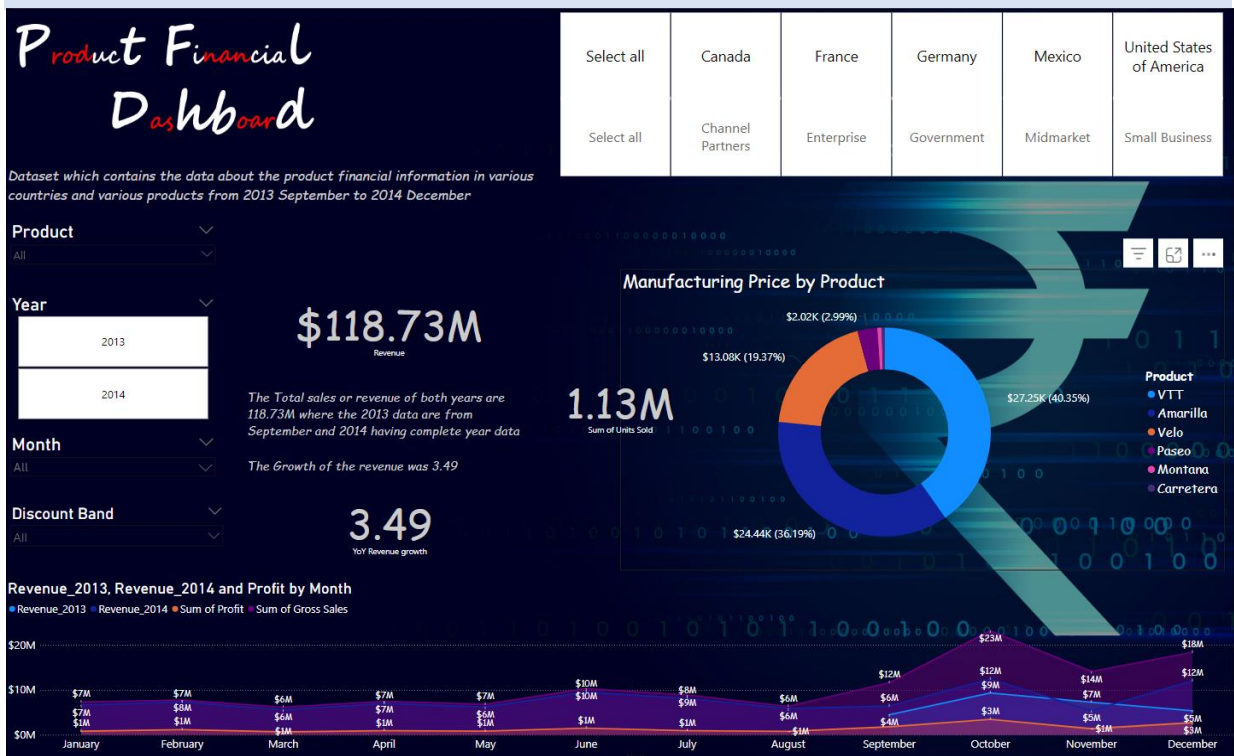
BASIC DATA CLEANSING AND TRANSFORMATION

- Checking for the error and empty
- Correcting data types
- Making general numbers to currency values

DAX MEASURES AND UNDERSTANDING THE DATA

- The data is about the products sales and profits in various countries and in various segments
- The dataset contains the data from 2013 September to 2014 December
- Calculated the revenue
- And by the revenue calculated year wise revenue
- After that calculated the growth of the revenue
- Rest of other are normal calculations

REPORT



DASHBOARD OVERVIEW

The dashboard presents financial data for various products across different regions and segments for the years 2013 and 2014. It provides insights into revenue, unit sales, and manufacturing costs, along with segmentation by product, country, and discount bands.

KEY METRICS AND VISUALS

1. Revenue Insights

- **Total Revenue:** \$118.73M. This represents the total revenue for the selected time period.
- **Year-on-Year (YoY) Growth:** The YoY revenue growth is calculated as **3.49%**, indicating a small increase in revenue over the two years.

2. Units Sold

- The total units sold are **1.13M**, reflecting the volume of products sold across all regions and segments.

3. Revenue by Year

- A line chart is used to show **Revenue_2013**, **Revenue_2014**, and **Profit** trends across months, highlighting seasonality or monthly performance differences.
- **Key Observation:** A revenue spike is noticeable in October for both years, suggesting a significant sales boost during that period.

4. Manufacturing Cost Distribution

- A donut chart visualizes **Manufacturing Prices by Product**, showing the percentage distribution for each product.
- **Key Products:**
 - The product "VTT" accounts for the highest percentage (40.35%) of manufacturing costs, indicating its prominence in the product line.
 - Other products like "Paseo D" and "Montana" also contribute significantly.

5. Filters for Dynamic Insights

- **Product:** Allows analysis of revenue, sales, and costs for specific products.
- **Year:** Enables comparison between 2013 and 2014.

- **Month:** Helps drill down into monthly performance data.
- **Discount Band:** Allows evaluation of the impact of discounts on revenue and sales.
- **Country and Segment:** Provides regional and segment-based filtering (e.g., Canada, France, Small Business, Midmarket).

ANALYSIS

- **Revenue Trend:** Total revenue growth indicates stability but highlights potential areas for improvement in accelerating growth beyond 3.49%.
- **Manufacturing Costs:** A large share of costs is concentrated in certain products, which may require optimization to improve margins.
- **Regional and Segment Insights:** Filters allow a detailed drill-down for specific regions and segments, potentially revealing underperforming areas.
- **Seasonality:** The spike in October revenue suggests the presence of seasonal trends that could be leveraged for future planning.