Sales & Performance Dashboard

Unlocking actionable insights for data-driven decision-making and strategic growth.

Core KPI Requirements

Our dashboard will track essential metrics to provide a clear picture of sales performance.

Total Sales Analysis

- Monthly sales calculation
- Month-on-month change (increase/decrease)
- Sales difference vs. previous month

Total Orders Analysis

- Monthly order count
- Month-on-month order change
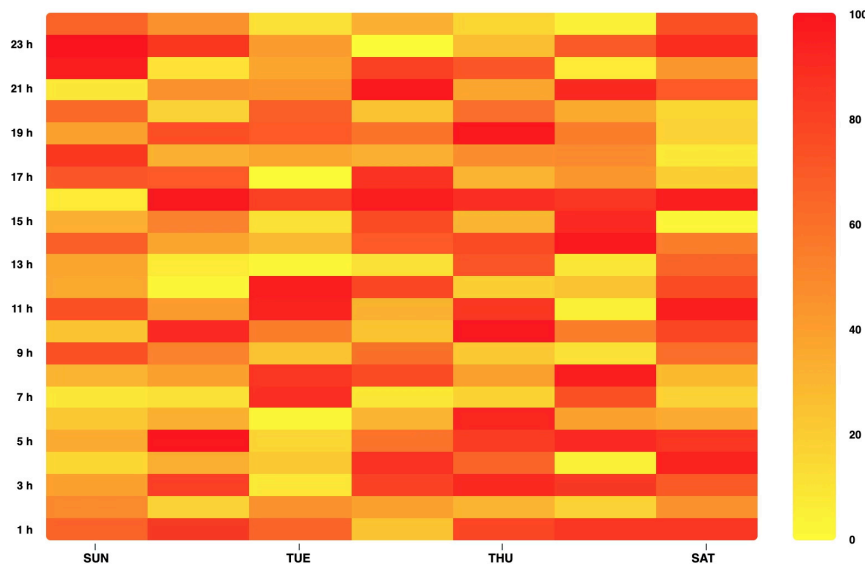- Order difference vs. previous month

Total Quantity Sold Analysis

- Monthly quantity sold
- Month-on-month quantity change
- Quantity difference vs. previous month

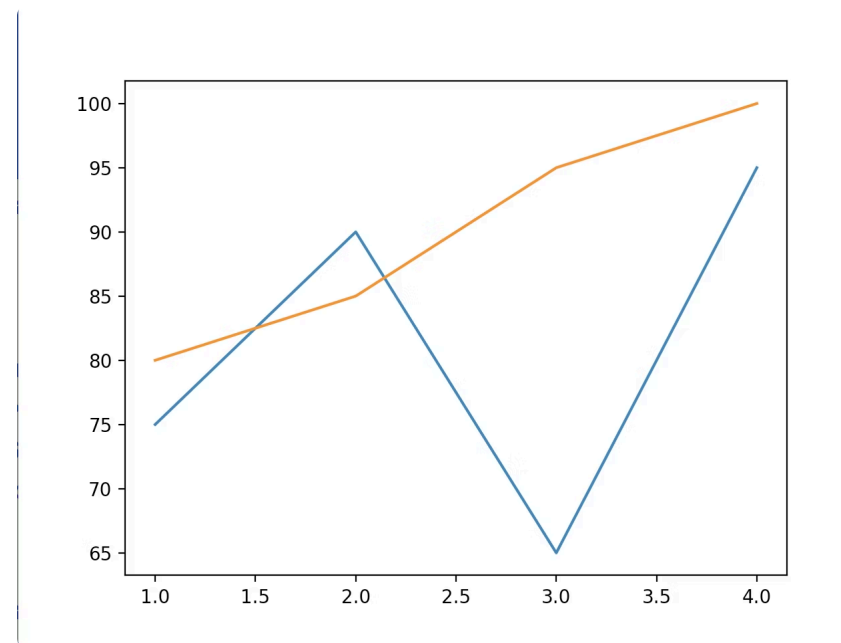# Dynamic Visualizations: Calendar & Daily Sales

Calendar Heat Map

- Color-coded sales volume by day
- Dynamic adjustment based on selected month
- Tooltips for detailed metrics (Sales, Orders, Quantity)

Daily Sales Analysis

- Line chart for daily sales within selected month
- Average daily sales line
- Highlighting days above/below average

Sales Insights: Location, Time & Products

Store Location
Visualize sales by location with MoM difference metrics.

Weekdays & Weekends
Analyze sales patterns and performance variations.

Product Category
Identify top-contributing categories to overall sales.

Top 10 Products
Quickly visualize best-performing products by sales volume.

Days & Hours Heat Map
Visualize sales patterns by specific days and hours with tooltips.

Expected Impact

> "By implementing these KPI requirements and chart visualizations into a dynamic dashboard, organizations can gain a comprehensive view of their sales performance."

This dashboard will empower stakeholders to identify trends, optimize resource allocation, improve decision-making, and respond proactively to market changes, serving as a powerful tool for continuous monitoring and performance improvement.

Thank You

For dedicating your time to viewing this project. We hope the insights presented will be valuable for your strategic decisions.

This project was created by Christian Maximiliano Fages.