

## 1: Project Overview

Title: Interactive Sales Dashboard for Business Stakeholders

Objective:

Design and build an interactive dashboard using Power BI to help stakeholders track sales performance, profit growth, and regional analysis.

Tools Used:

Power BI

Kaggle Financial Dataset (Sales)

Deliverables:

Interactive Dashboard

PPT Summary

## 2: Key Features Implemented

Selection of critical KPIs: Sales, Profit, Growth, Quantity

Slicers for region-wise filtering (Central, East, South, West)

Time-series analysis using a line chart (Sales by Month)

Summary cards displaying Total Profit, Total Sales, Average Profit, and Quantity Sold

Donut Chart for Sub-Category Wise Sales Analysis

Bar Chart for Sub-Category Counts by Region

Consistent Color Theme: Light Blue for KPIs

Simple Navigation & Layout on a Single Page

### 3: KPIs and Visual Elements

KPIs Displayed:

Sum of Profit

Sum of Sales

Average Profit

Total Quantity Sold

Charts Used:

Donut Chart: Sub-Category wise Sales

Bar Chart: Count of Sub-Categories by Region

Line Chart: Monthly Sales Trend

Filters:

Region-wise filter using Slicers (Central, East, South, West)

#### 4: Dashboard Insights

##### Regional Analysis:

Quick comparison of different regions' sales and profit performances.

##### Sub-Category Performance:

Identify top-performing product categories easily.

##### Trend Analysis:

Monthly sales fluctuations help in understanding seasonality and growth opportunities.

##### Interactivity:

Real-time region selection updates all KPIs and charts dynamically.

#### 5: Challenges Faced & Solutions

##### Challenges:

Managing large dataset

Maintaining dashboard performance during interaction

Choosing appropriate visualization types

##### Solutions:

Applied data aggregation techniques

Used efficient chart types (Line, Donut, Bar)

Focused on minimalistic design for faster performance

## 6: Learning Outcome

Practical experience in designing dynamic dashboards.

Improved understanding of KPIs for business decision-making.

Gained proficiency in Power BI features: Slicers, Cards, Charts, and Themes.

Learned to present data effectively for business storytelling.