

POWER BI
“SALES DASHBOARD INSIGHTS”

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DASHBOARD

SALES DASHBOARD

286.40K

Total Profit

2.30M

Total Sales

2.76M

Target Sales

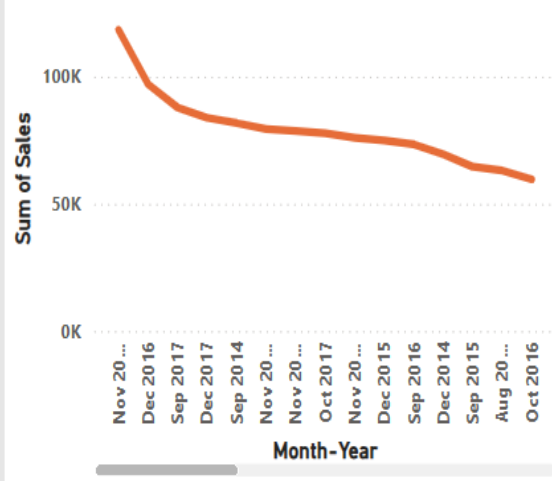
Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

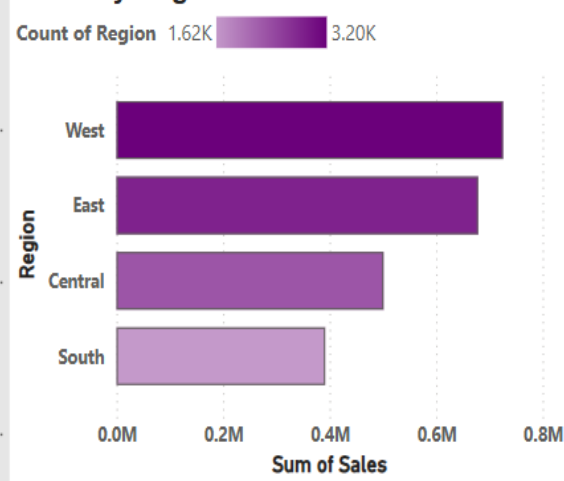
Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

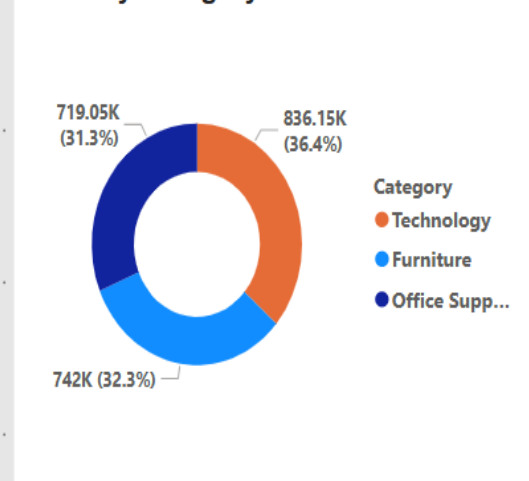
Sales over Months



Sales by Region



Sales by Category



INSIGHTS FROM THE DASHBOARD

1. Sales Trend Over Time

Monthly sales have shown a gradual decline over time, with the highest peak occurring around late 2020, followed by a consistent downward trend.

2. Top Region: West

The West Region led in total sales with approximately \$725K, outperforming all other regions, especially the South, which had the lowest.

3. Category Performance

Technology is the highest-performing category, accounting for 36.4% of total sales (~\$836K), followed closely by Furniture and Office Supplies.

4. Profit v/s Target

With \$2.30M in actual sales compared to a target of \$2.76M, the team achieved ~83% of its sales target. However, the profit margin is relatively modest at \$286K, suggesting room for cost optimization.