Financial Sales Dashboard

Visualisation Tool :- Power Bi

By Priyanshi

Problem

The company is experiencing inconsistent sales and profit margins across product and country. The goal is to analyze financial performance through key indicators such as sales, profit to uncover insights that drive better pricing, cost control, and sales strategies.
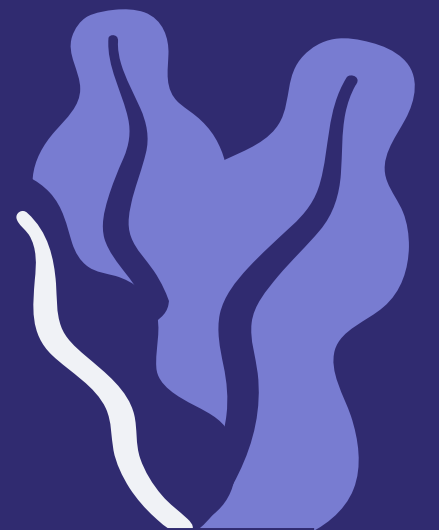
KPI

Total Unit Sold	Gross Sales	Total Profit
1.13M	127.93M	16.89M
		Profit Margin
		14.23

Insight

Company achieved 1.13M unit sales and ₹127.93M gross revenue, generating ₹16.89M profit with a healthy 14.23% margin.

Recommendation

Focus on maintaining profit margins by optimizing discounts, controlling costs, and promoting high-margin products to increase overall profitability and sustain business growth.

profit and Units Sold by Country

● Sum of profit ● Sum of Units Sold

Country	Sum of profit	Sum of Units Sold
France	3.78M	0.24M
Germany	3.68M	0.20M
Canada	3.53M	0.25M
United States of America	3.00M	0.23M
Mexico	2.91M	0.20M

Insight

France leads with the highest sales of ₹3.78M and a profit of ₹0.24M, followed closely by Germany at ₹3.68M and ₹0.24M profit. The USA and Mexico show relatively lower sales and profits, indicating regional performance variation. France and Germany demonstrate stronger market demand and better profitability efficiency compared to others.

Recommendation

Strengthen marketing and promotional efforts in the USA and Mexico to boost sales, while leveraging France and Germany's successful strategies to enhance overall regional profitability.
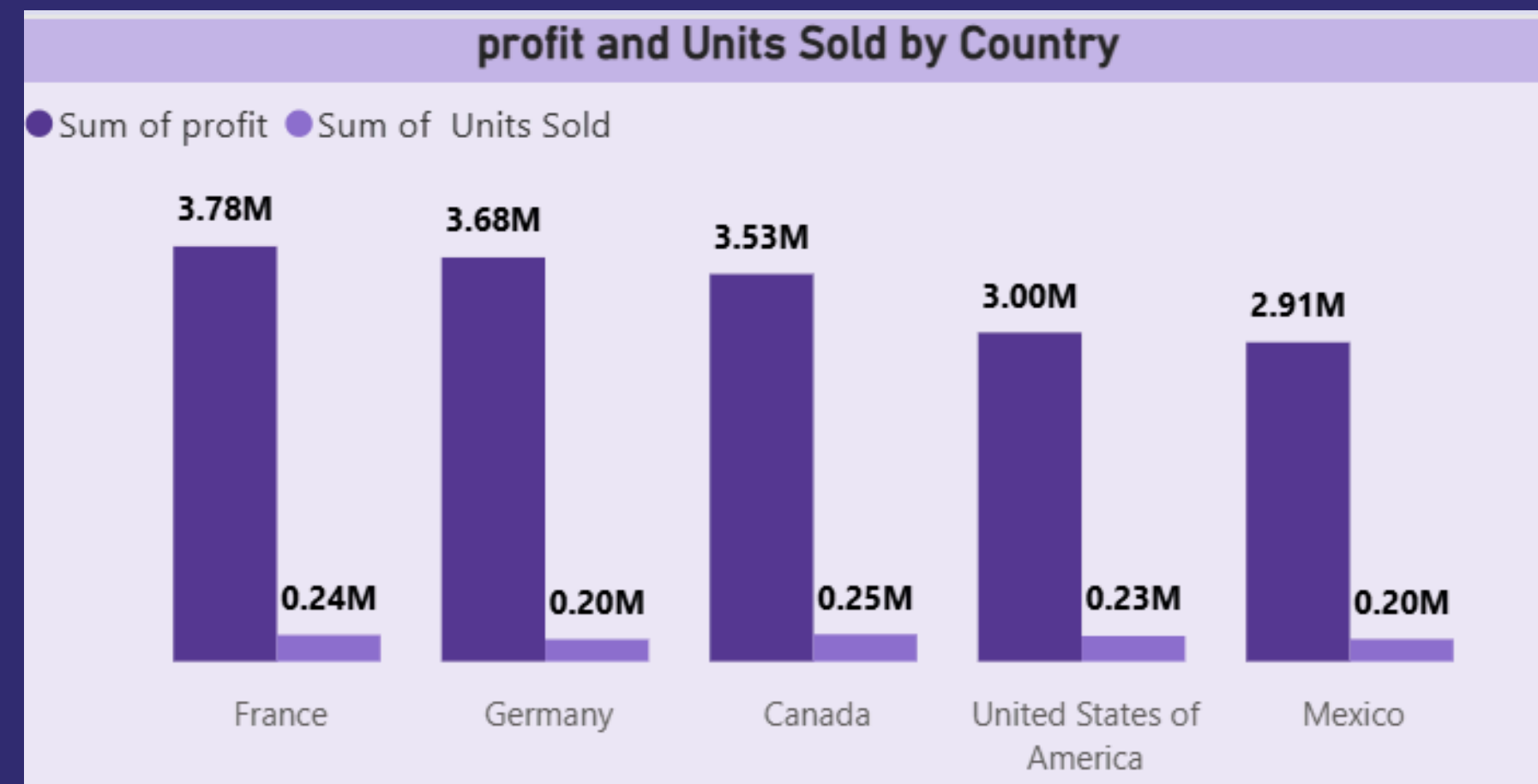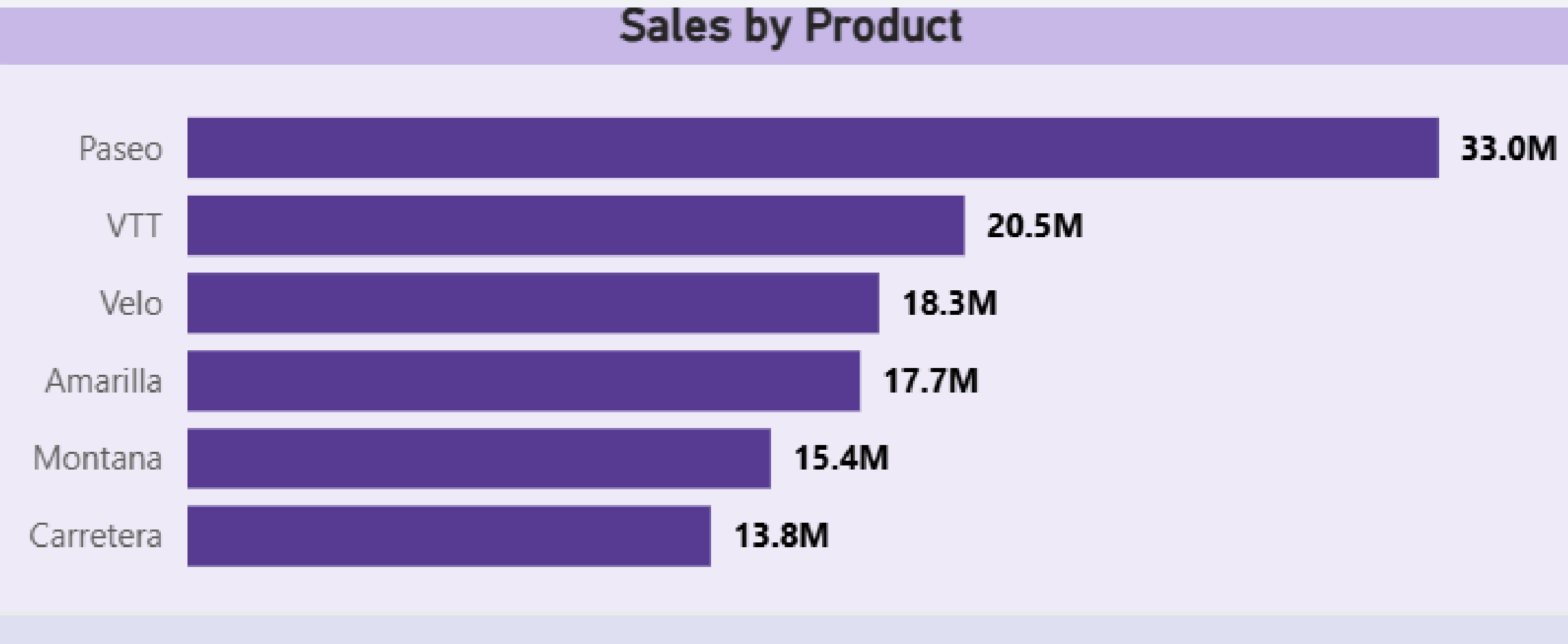
Insight:-

Paseo leads product sales with $33M, while Carretera lags behind at $13.8M.

Recommendations:

- Focus marketing and inventory on top-performing products like Paseo and VTT.

Sales by Product

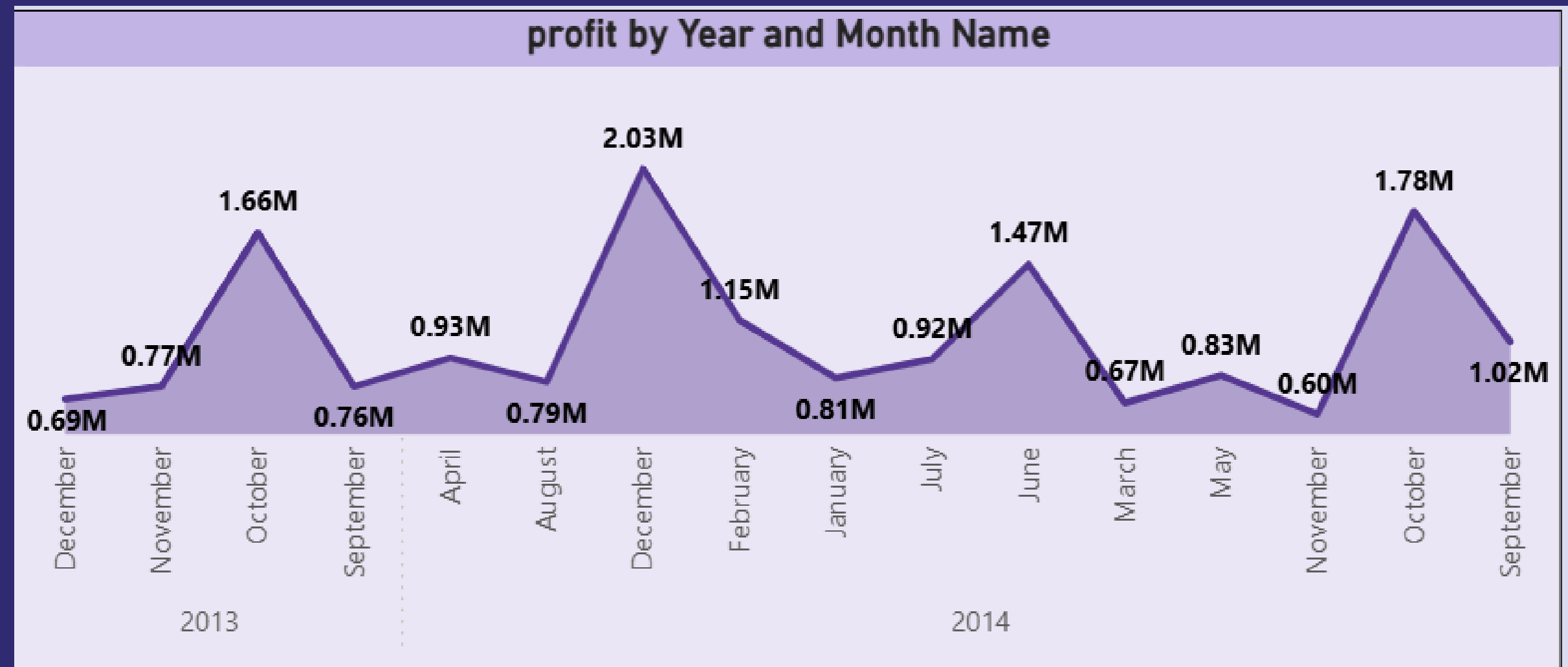| Product	Sales
Paseo	33.0M
VTT	20.5M
Velo	18.3M
Amarilla	17.7M
Montana	15.4M
Carretera	13.8M

Insight

Profit trends show seasonal variation, peaking in December 2013 and October 2014, suggesting strong holiday season sales.

Recommendation

Prepare stock and promotions ahead of high-profit months to maximize revenue during peak demand.

profit by Year and Month Name

Year	Month Name	Profit
2013	December	0.69M
2013	November	0.77M
2013	October	1.66M
2013	September	0.76M
2013	April	0.93M
2014	August	0.79M
2014	December	2.03M
2014	February	1.15M
2014	January	0.81M
2014	July	0.92M
2014	June	1.47M
2014	March	0.67M
2014	May	0.83M
2014	November	0.60M
2014	October	1.78M
2014	September	1.02M

Channel Partners

Insight

Channel partners achieved 73.13% profit, June 2014 highest profit month; Paseo leads sales, Canada records maximum units sold.

Recommendation

Focus on boosting Velo's sales and replicate Canada's strategy across regions to sustain high profit margins and product performance.
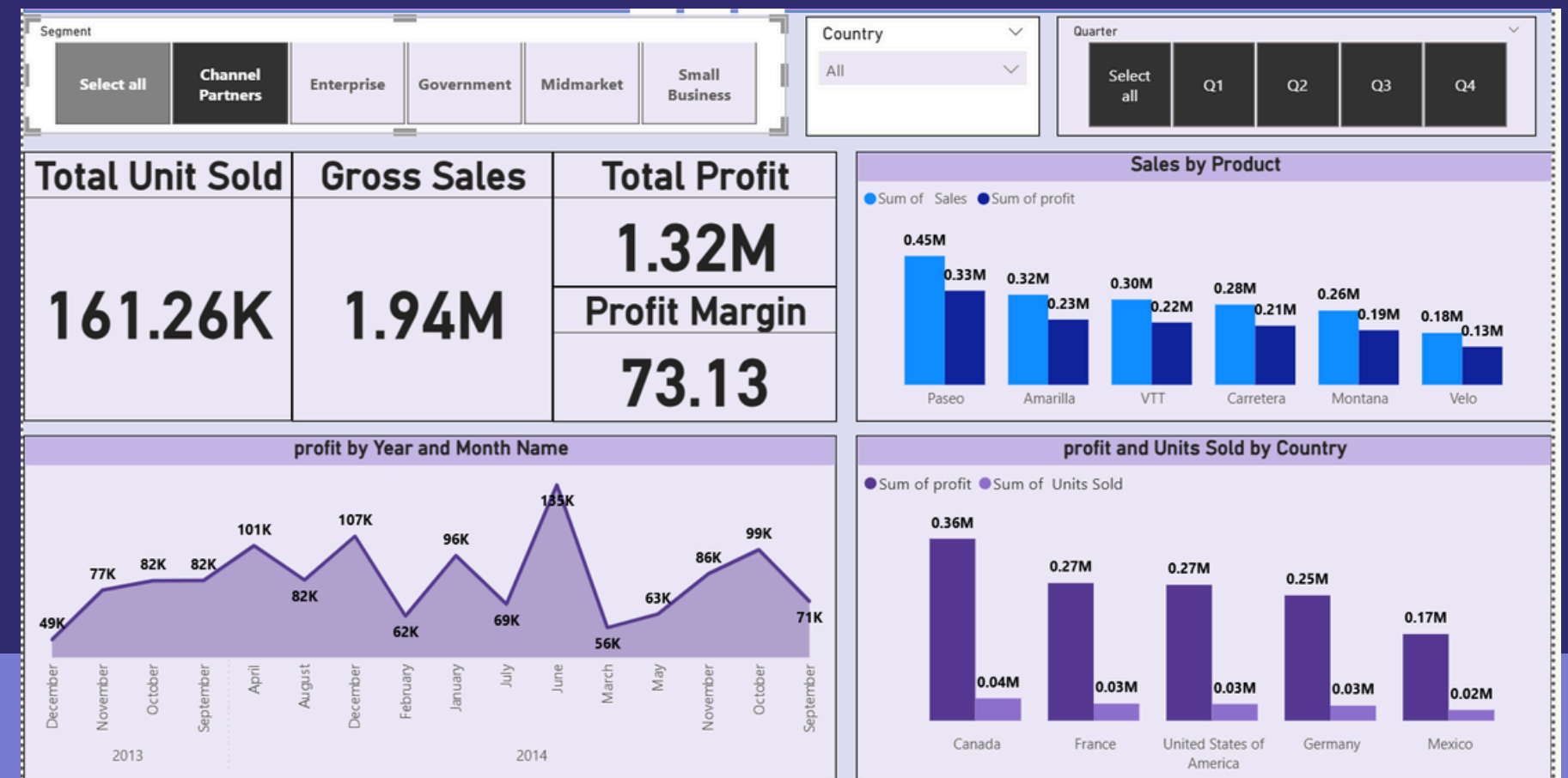
Enterprise

Insights:

- High sales (21.07M) with a negative profit (-614.55K), indicating losses.
- All products and countries show negative profits despite good sales volumes.
- Profit margin is deeply negative (-3.13).
- October and November 2014 have the worst monthly profits.

Recommendations:

- Investigate cost structure to reduce losses.
- Focus on improving profitability in high-sales products.
- Reassess pricing or reduce expenses in October-November.
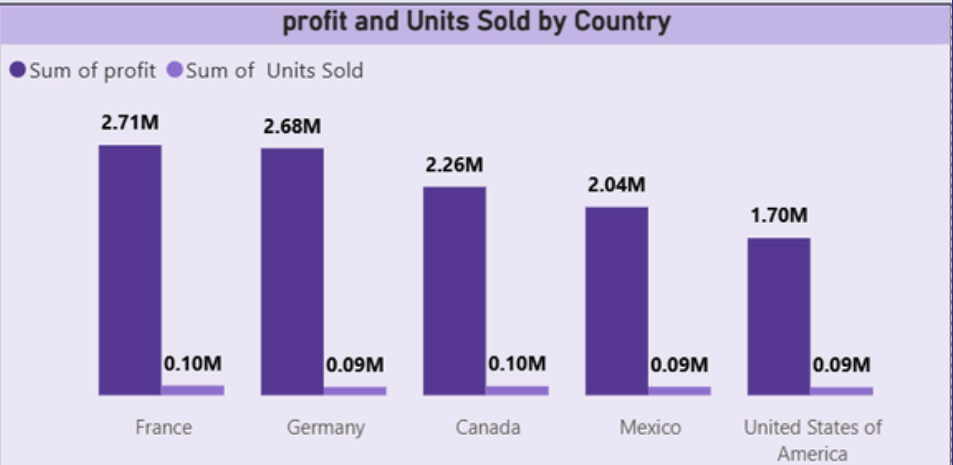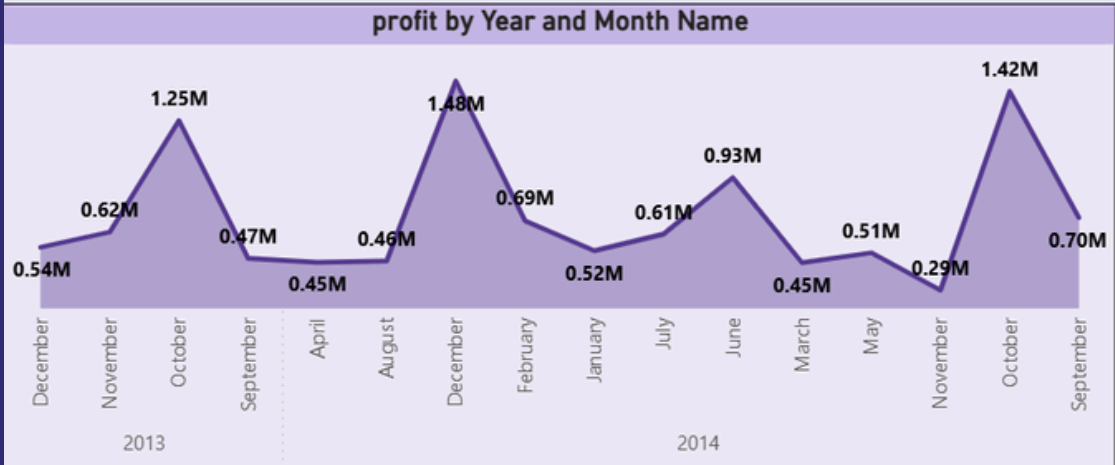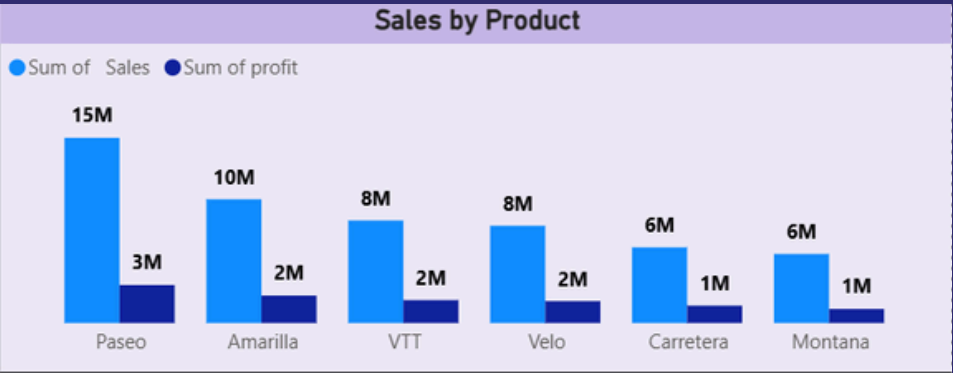- Address losses across all countries, especially the USA.
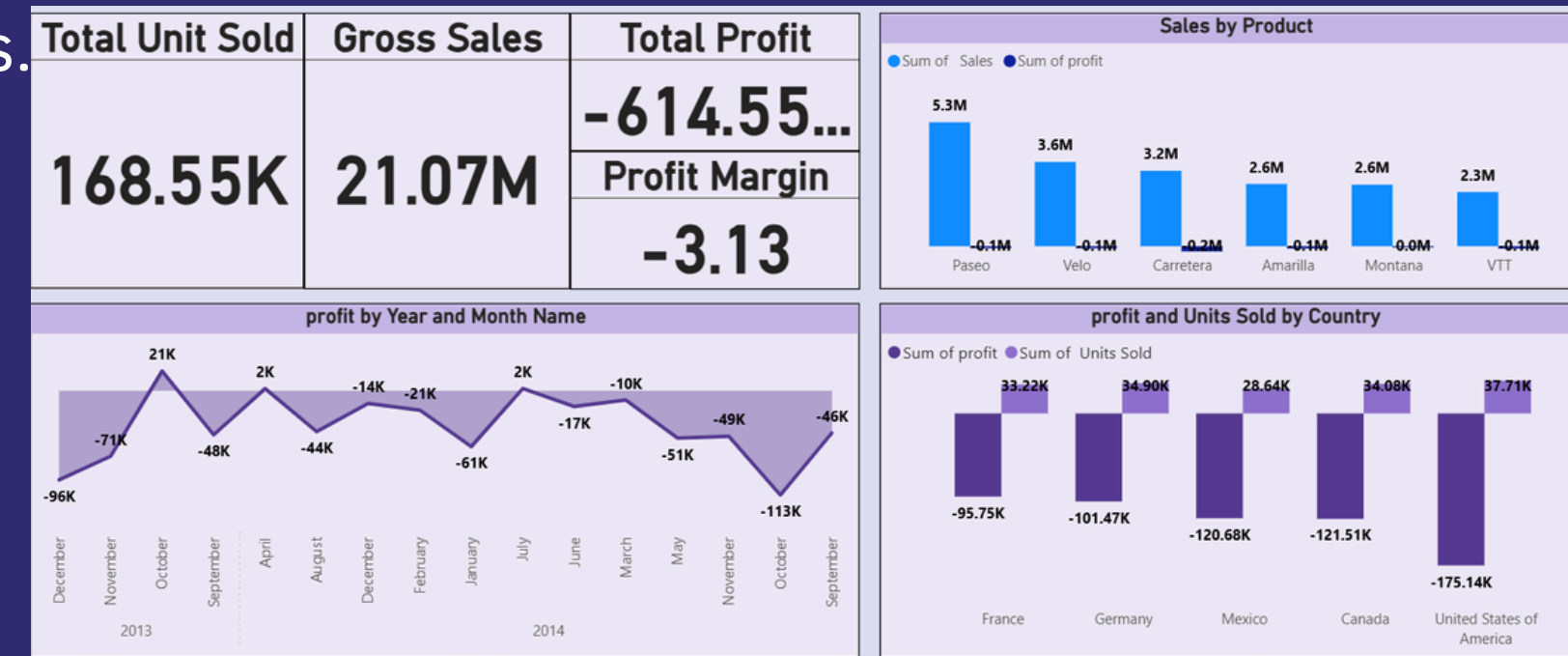
Government

Insight:

Strong sales and profit with 21.69% margin; Paseo leads sales and profit; October 2014 peaks; France and Germany yield highest profits.

Recommendation:

Focus marketing on Paseo, boost sales in high-profit countries, and optimize seasonal strategies around October peaks.
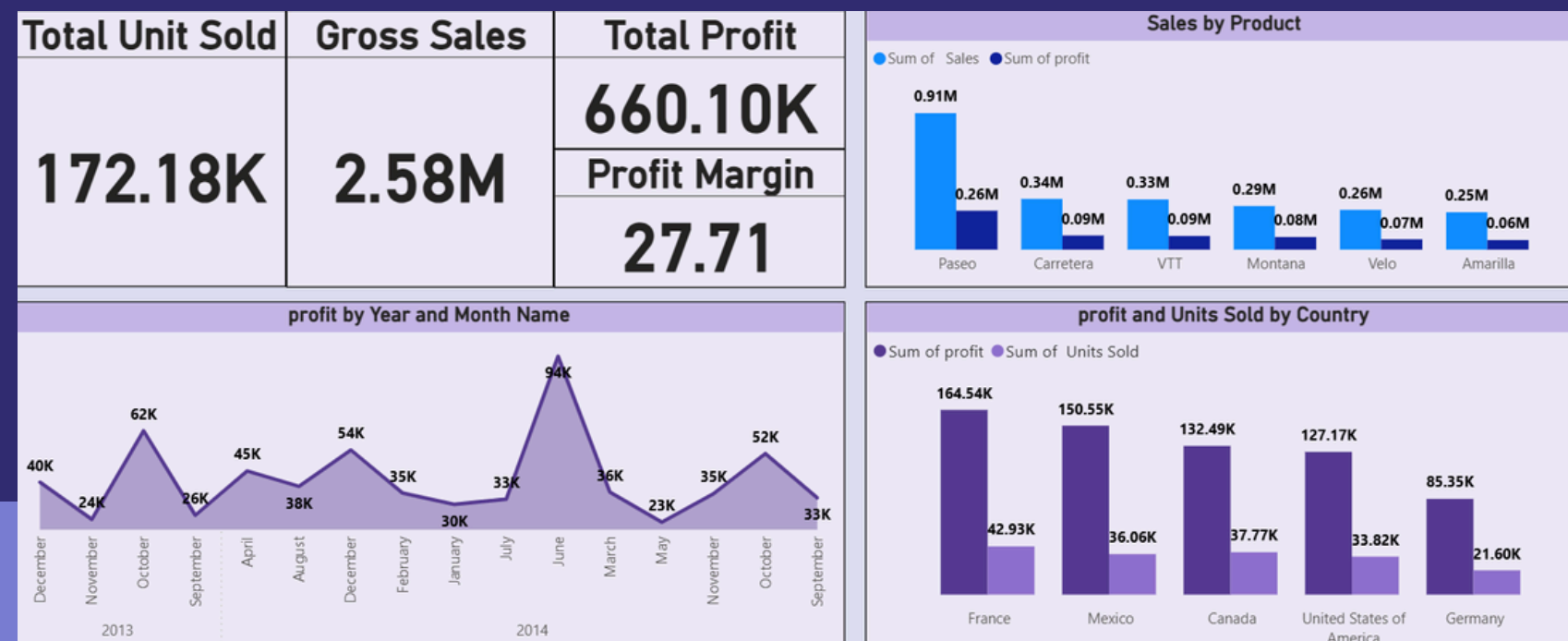
Midmarket

Insights:

- Total profit is 660.10K with a strong 27.71% profit margin.
- Paseo leads in sales (0.91M) and profit (0.26M).
- July 2014 shows peak profit (94K).
- France has highest profit (164.54K) and units sold (42.93K).

Recommendations:

Focus on Paseo product and July promotions, expand in France, optimize other product sales to boost overall profit further.

Small Business

Insights:

- Total profit is 4.14M with 9.77% margin.
- Paseo leads sales (11.5M) and profit (1.2M).
- December 2013 and 2014 show peak profits.
- USA has highest profit and units sold.

Recommendations:

Leverage Paseo's success, focus on December sales, and expand in the USA to increase overall profitability

Conclusion

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Channel partners and enterprise segments drive highest profits; government and midmarket moderate; small business lags in sales and profit. The analysis shows that Paseo achieved the highest sales and profit, while Canada led in unit sales. Overall, the company maintained steady growth with strong product and regional performance, indicating effective sales strategies and customer demand.

Thank you

By Priyanshi

Gmail :- priyanshi1652001@gmail.com

GitHub link