

Insights Summary

The Power BI dashboard offers a holistic overview of the company's sales and profitability performance across multiple dimensions — products, customers, regions, and time. Each visualization contributes uniquely to uncovering trends, high-performing areas, and actionable insights.

1. KPI Overview

The top section of the dashboard displays four key performance indicators — **Total Sales**, **Total Profit**, **Average Selling Price**, and **Total Quantity Sold**.

- The **Total Sales** metric quantifies the overall revenue generated across all product categories, providing a direct indicator of business scale.
- **Total Profit** highlights the company's profitability after accounting for unit costs, reflecting efficiency in pricing and cost management.
- **Average Selling Price (ASP)** helps evaluate the average revenue per unit sold, enabling comparison across different product categories and periods.
- **Active Customers** showcasing the number of active members who are regularly buying the products
- Finally, **Total Quantity Sold** showcases the overall sales volume, indicating the level of customer demand and market reach.

Together, these KPIs form a concise snapshot of business health and serve as the foundation for deeper analysis.

2. Total Sales by Product

A **bar chart** visualizes total sales across various products, allowing a clear comparison of revenue contribution. The analysis reveals that **Laptops**, **Desktops** are the dominant contributors to total sales, signifying their high market demand. Other electronic items such as **Printers and Networking Devices** show moderate performance, indicating potential for growth through targeted marketing or bundle offers.

3. Sales Trend Over Time

The **line chart** illustrating **monthly sales trends** reveals temporal patterns in performance. The data shows a steady sales trajectory with occasional peaks, likely corresponding to promotional campaigns, festive seasons, or product launches. Such visualization aids management in identifying seasonality and planning inventory or marketing activities accordingly.

4. Category-wise Sales Distribution

The **donut chart** represents the proportion of total sales contributed by each major product category — **Computers, Accessories, Mobiles, and Networking**. The “Computers” segment accounts for the largest share, underscoring its dominance in the company’s portfolio. This visualization effectively communicates category-level balance and helps assess diversification within the product mix.

5. Top 5 Customers by Revenue

The **table visualization** lists the top five customers who generated the highest revenue. The insight reveals that a significant portion of total sales is concentrated among a few high-value customers. While this reflects strong key account relationships, it also signals the need to diversify the customer base to reduce revenue dependency risk.

6. Profit Analysis – Product Wise

The **matrix visualization** presents **profit per product**, offering a detailed profitability breakdown. It identifies high-margin items and products with relatively lower profit ratios despite strong sales volumes. For instance, while **Laptops** contribute heavily to revenue, the matrix helps discern whether their profit margins justify the focus. Such granular insight supports pricing optimization and cost control strategies.

7. Interactive Slicers and Filters

Slicers for **Month-Year, and City** empower users to dynamically filter the dataset and conduct focused analysis. This interactivity enhances decision-making by enabling managers to view KPI and visualization updates in real time, tailored to specific time periods, categories, or regions.

Overall Interpretation

Collectively, the dashboard provides a powerful analytical tool for understanding sales dynamics and profitability drivers. The dominance of the “Computers” category and the concentration of sales among a few key customers present both opportunities and strategic considerations. The time trend and regional insights further inform marketing, distribution, and inventory planning decisions.

This comprehensive visual analysis thus enables data-driven decision-making, helping the company enhance profitability, identify growth opportunities, and optimize sales strategies across products and regions.

Created by **Dipanshu**

Data Analyst Assessment

Mob - **7011092636**