

# Sales Performance Dashboard

Project	Interactive Multi-Page Sales Dashboard
Tools Used	Power BI, DAX, Excel
Data Set	2,219 retail transactions (2023-2024)
Dashboard Pages	Overview, Product Analysis, Sales Rep Performance
Key Skills	Data Modeling, DAX, Data Visualization, Business Intelligence

## Summary

This project is a comprehensive three page sales performance dashboard using Power BI with data generated with Claude AI. The dashboard analyzes 2 years of sales data to identify trends, top performing products, regional performance, and profitability metrics. The analysis provides actionable insights for strategic business decisions through thoughtfully designed visualizations with a purple and lavender color scheme.

# Key Findings & Insights

## 1. Revenue Performance

- **Total Revenue:** \$3.51M generated across 2,219 orders over 2 years
- **Total Profit:** \$956K with an overall profit margin of 27.2%
- **Average Order Value:** \$1.58K indicating mid to high value transactions
- **Growth Trajectory:** Consistent revenue generation with relatively balanced quarterly performance

## 2. Category Performance Analysis

- **Electronics dominates:** 1.73M (49.3% of total revenue) - highest revenue category
- **Furniture contributions:** \$1.60M (45.6% of total revenue) - nearly equal to electronics
- **Office supplies:** \$180K (5.1% of total revenue) - smallest revenue category
- **Profit margins:** All categories maintain healthy margins around 27%
- **Key insight:** Electronics and Furniture nearly split the business, Office Supplies underutilized

## 3. Top Product Performance

- **Top 5 products by revenue**
  1. Smartphone: \$378K (highest revenue generator)
  2. Headphones: \$373K
  3. Bookshelf: \$356K
  4. Laptop: \$349K
  5. Filing Cabinet: \$344K
- **Volume leaders:** Office Supplies (Notebooks: 1,489 units, Printer Paper: 1,444 units)
- **Strategic implication:** High value electronics complement high volume office supplies

## 4. Regional Performance Distribution

- **Northern region leads:** \$968K in revenue (14.5%)
- **Balanced across all regions:** East (848K, 24.2%), South (\$848K, 24.2%), West (\$845K, 24.1%)
- **Analysis:** Very good balanced regional distribution indicates consistent market penetration
- **Opportunity:** All regions performing similarly (focus on increasing overall market share)

## 5. Sales Representative Performance

- **Top Performer:** Chris Wilson - \$508K in revenue (14.5%)
- **Consistent team:** All reps generating between \$391K-\$508K
- **Quantity vs Revenue:** Chris Wilson leads in both quantity and revenue
- **Regional coverage:** Sales reps show consistent performance across regions
- **Team insight:** No significant underperformers - well balanced sales team

## 6. Profitability & Volume Analysis

- **Consistent profit margins:** Most products maintain 27-28% profit margin
- **Best profit generators:** Smartphone (\$102K profit), Headphones (\$99K), Laptop (\$99K)
- **Price vs Quantity insight:** Scatter plot reveals inverse relationship - high cost items sell in lower quantities
- **Office Supplies advantage:** Low cost but high volume creates reliable revenue stream
- **No unprofitable products:** All items maintain positive margins

# Business Recommendations

## 1. Product Portfolio Optimization

- Focus marketing on top 5 products (Smartphone, Headphones, Bookshelf, Laptop, Filing Cabinet)
- Expand Office Supplies category - currently only 5.1% of revenue with high volume potential
- Create product bundles combining high margin electronics with furniture purchases
- Ensure adequate inventory for Smartphone and Headphones (top revenue generators)

## 2. Sales Team Development

- Recognize Chris Wilson's leadership performance (\$508K revenue, 2129 units)
- Identify and share best practices from top performers across the team
- All reps are performing adequately - focus on maintaining consistency rather than fixing underperformers
- Implement team competitions to drive overall revenue growth

## 3. Regional Strategy

- Balanced regional performance indicates good market coverage
- North region slightly ahead - study successful tactics for replication
- Focus on growing overall market share rather than reallocating resources between regions
- Consider expanding into new territories given strong performance in existing regions

## 4. Category Growth Strategy

- Office Supplies represents untapped opportunity (only 5% of revenue)
- High volume, low cost items like Printer Paper (1,444 units) and Pens (1,431 units) drive consistent sales
- Consider adding new Office Supplies products to expand this category
- Electronics and Furniture nearly equal - maintain balance while growing both

## 5. Pricing & Inventory Management

- Current pricing strategy is working - 27%+ margins across all categories
- Price vs Quantity analysis shows expected inverse relationship
- Stock high volume items (Office Supplies) to prevent stockouts
- Maintain premium pricing Electronics given strong demand

## 6. Customer Value Optimization

- Average order value of \$1.58K is healthy
- Focus on increasing order frequency rather than order size
- Cross sell opportunities: Electronics + Furniture bundles
- Develop loyalty programs to increase repeat purchases

