**🎯 Case Study Title: “Sales Performance Dashboard – Regional Insights”**

**Business Scenario**

You are a **Business Intelligence Analyst** at *GlobalTrend Retail Pvt. Ltd.*, a company selling consumer electronics (Mobiles, Laptops, and Accessories) across four regions in India — South, North, East, and West.

The management team has requested a **Power BI dashboard** that provides actionable insights into:

1. **Sales and Revenue Performance**
2. **Profitability Analysis**
3. **Target Achievement by Salesperson**
4. **Product Performance and Regional Trends**

**Business Requirements**

Students are expected to:

1. **Aggregate and analyze sales data by:**
   * Region
   * Product category
   * Salesperson
2. **Assess performance against sales targets**
   * Categorize results as *Below Target*, *On Target*, or *Above Target*
3. **Analyze profitability**
   * Determine total profit and profit margin for regions and products
4. **Trend Analysis over Time**
   * Identify monthly trends in sales and profits
   * Highlight seasonal or regional spikes
5. **Identify high-performing products**
   * Determine top products by revenue and volume
   * Compare across regions
6. **Sales Transaction Analysis**
   * Count total transactions per region or salesperson
   * Analyze average discount applied

**Suggested Visualizations**

These are only suggestions, students should improvise and come up with impressive Dashboard.

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| **Visual** | **Purpose / Insight** |
| Clustered Column Chart | Compare Total Sales and Total Profit by Region |
| Line Chart | Trend of Sales and Profit over Months |
| Bar Chart | Top 3 Products by Sales Value |
| KPI or Card Visuals | Display key metrics such as Total Sales, Total Profit, Profit Margin %, Target Achievement % |
| Gauge or KPI Visual | Show individual salesperson’s Target Achievement % |
| Matrix / Table | Display Sales, Profit, and Target Achievement by Salesperson and Region |