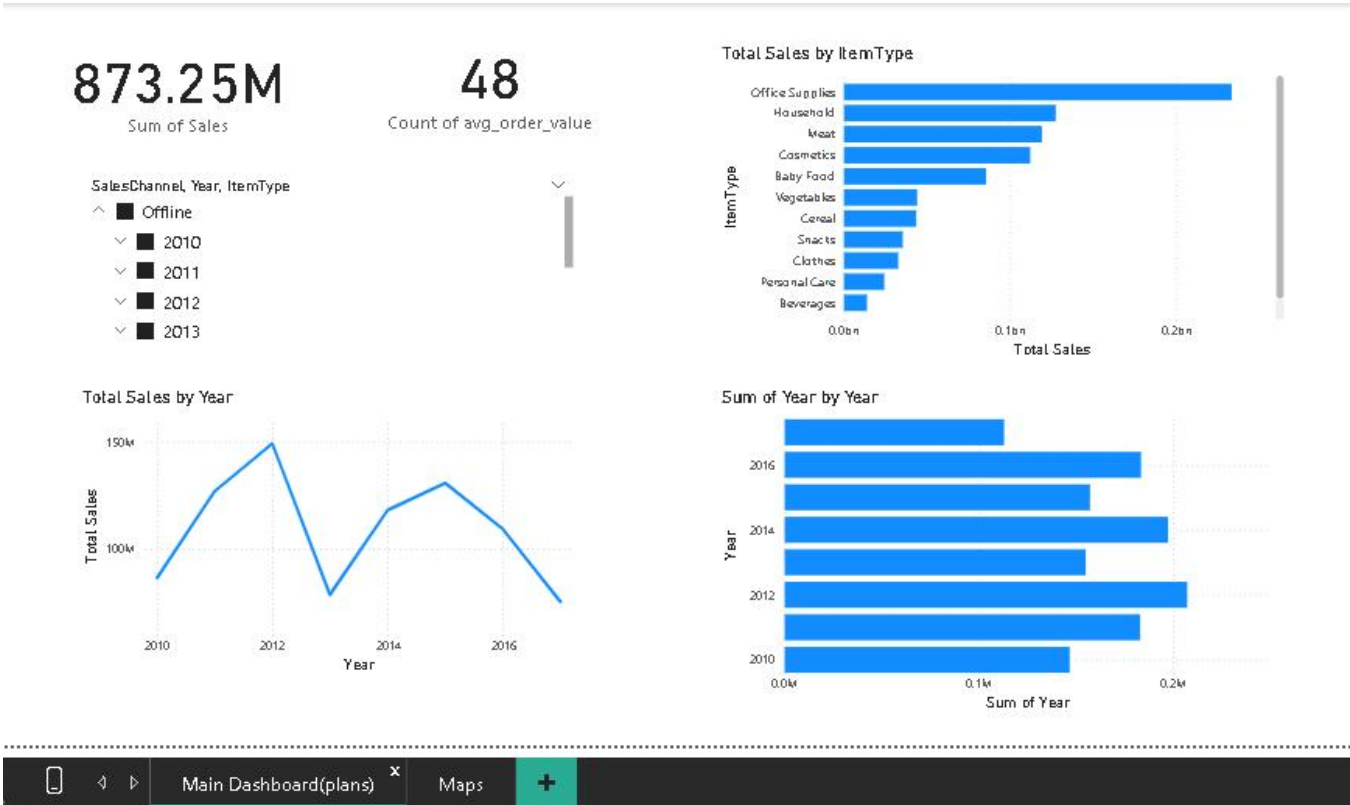# Power BI Dashboard Summary

This interactive Power BI dashboard provides a clear and comprehensive analysis of global sales performance across countries, products, and time periods. The main purpose is to evaluate total sales, profit margins, and overall efficiency using visual indicators and geographic insights.

The **KPI cards** highlight the company's total sales reaching **1.70 billion**, along with an **average order value count of 48**, serving as key measures of business performance. The **line chart** illustrates the evolution of total sales from **2010 to 2016**, revealing growth peaks around **2011 and 2013** followed by a decline in later years.

The **bar chart** compares **Total Sales, Total Revenue, and Total Cost**, showing that while revenue remains strong, cost fluctuations affect the overall profit margin. The **pie chart** of **Total Profit by city** identifies the most profitable locations — with **Andorra, Malta, Ukraine, and Hungary** among the leading contributors — providing a clear view of profit distribution.
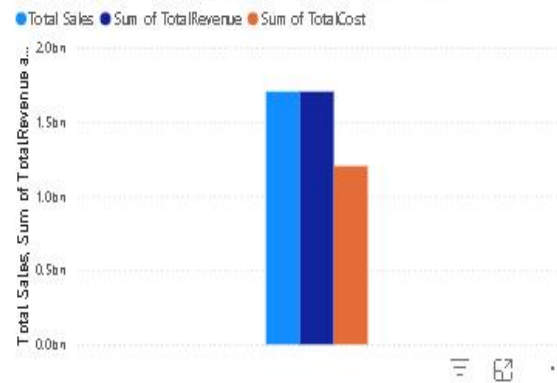
The **interactive map** visualizes sales concentration across Europe and Asia, emphasizing high-performance markets such as **Japan, Albania, and Andorra**, while smaller countries show lower activity. The **data table** complements this by presenting detailed figures for each country including total sales, average order value, and profit margin, which remains generally stable (around **0.25–0.35**), indicating consistent pricing strategies.

Overall, the dashboard effectively combines financial and geographical insights, highlighting the company's strong presence in specific regions and product categories while identifying opportunities for optimization and cost control. It serves as a powerful decision-support tool for future business planning and performance forecasting.

assia	segment	total_sales	avg_order_value	profit_margin
Albania	1	32,224,853.87	1,534,516.85	0.33
Andorra	0	47,756,693.17	1,193,917.33	0.32
Armenia	0	37,519,840.21	1,293,787.59	0.25
Austria	0	35,740,871.49	1,276,459.70	0.28
Belarus	1	34,235,260.77	1,222,723.60	0.35
Belgium	1	25,852,572.30	994,329.70	0.29
Bosnia and Herzegovina	0	50,117,508.49	1,518,712.38	0.26
Bulgaria	0	38,161,555.70	1,272,051.86	0.27
Croatia	1	27,348,195.70	1,519,344.21	0.27
Cyprus	1	33,008,851.50	1,100,295.05	0.30
Czech Republic	0	53,543,932.14	1,727,223.62	0.25
Denmark	1	26,968,532.52	1,087,251.25	0.36
Estonia	1	23,410,001.79	1,017,826.16	0.33

Total Sales, Sum of TotalRevenue and Sum of TotalCost

● Total Sales ● Sum of TotalRevenue ● Sum of TotalCost

Sum of TotalProfit by city

city
● Andorra
● Ukraine
● Malta
● Kosovo
● San Marino
● Hungary
● Macedonia
● Czech Republic
● Russia

6.41M (1.28%)
15.41M (3.07%)
7.48M (1.49%)
14.41M (2.87%)
7.83M (1.56%)
13.79M (2.75%)
8.17M (1.63%)
13.79M (2.75%)
9.33M (1.86%)
13.68M (2.73%)
9.42M (1.88%)
13.64M (2.72%)
9.83M (1.96%)
13.27M (2.64%)
9.87M (1.97%)
13.26M (2.64%)
10.03M (2%)
12.32M (2.46%)
10.03M (2%)
12.12M (2.42%)
10.49M (2.09%)
12.05M (2.4%)
10.76M (2.14%)
11.85M (2.36%)
11.04M (2.2%)
11.35M (2.26%)

city

Esri, TomTom, Garmin, FAO, NOAA, USGS — Powered by Esri

□ ◁ ▷   Main Dashboard(plans)   Maps   +