

Sales performance analysis

Tactical dashboard

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Topics:

- Data Analysis
- Sales Performance
- Executive Dashboard

Tools:

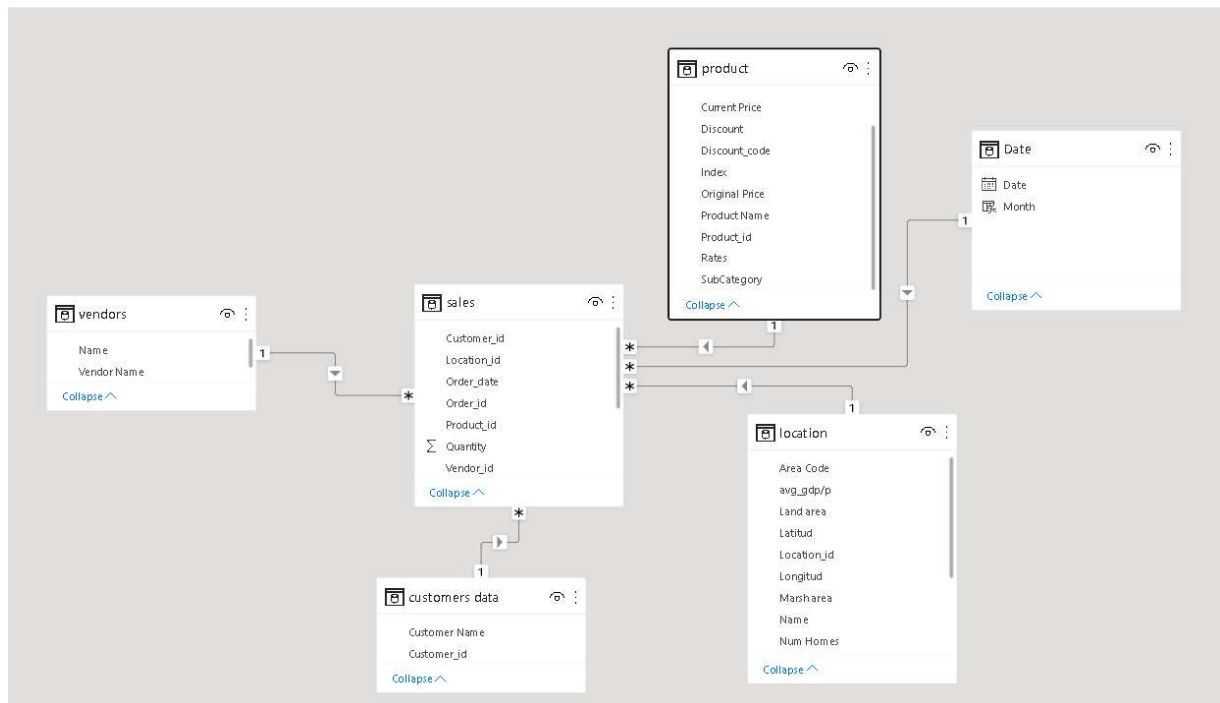
- Power BI

INTRODUCTION

The following is a small analysis of a sales dataset in a chain store along the east in USA.

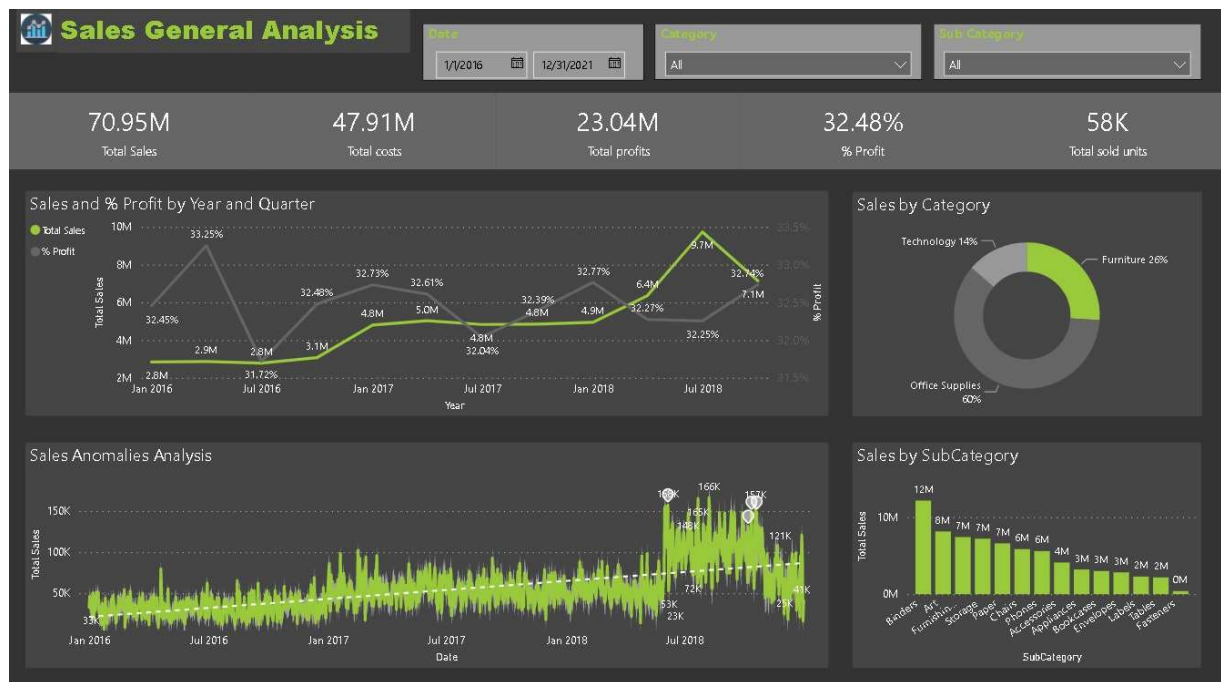
This report contains two tactical dashboards to respond questions about sales trends, stores and products performance.

The data has been cleaned using the available tools. The different tables have been structured using a star model with a fact table at the center and dimension tables around, as is shown in the following schema:



ANALYSIS

For a general view of sales performance in the next dashboard:



This dashboard shows the trending of sales throughout the study and its relationship with the profits.

Furthermore, an additional chart indicates points of anomalies in sales, this allows finding reasons for abrupt changes in trend.

Then a more detailed dashboard shows a deeper analysis of specific products and their performance.

Another chart in this dashboard shows the sales levels over the different stores and the relationship with their margin of profits.



CONCLUSIONS

Throughout the studied period (from 2016 to 2019) sales have increased.

In the same period margin of profits has remained approximately constant and no losses reported.

Stores have a different margin of profits (from 30% to 34%) independently of the level of sales.