Sales Performance Analysis

Objective:

Create a dashboard to provide a comprehensive analysis of our sales performance. The dashboard aims to display year-to-date sales figures, comparing them with the previous year, and highlight the difference between last month's sales and the current month's sales, along with the growth percentage for each month. Additionally, it should include data on sales targets and achievements. The dashboard will categorize sales data by city, state, category, sub-category, and brand name, allowing for a detailed examination of our sales performance across various dimensions.

Key Components:

- Year-to-Date Sales Comparison:
  - ❖ Visualization of year-to-date sales figures for the current year and comparison with the previous year.
  - ❖ Highlighting of percentage growth or decline in sales.

- Month-to-Month Sales Comparison:
  - ❖ Comparison of last month's sales with the current month's sales.
  - ❖ Display of growth percentage for each month.

- Sales Targets vs. Achievements:
  - ❖ Presentation of sales targets and actual achievements for the year.
  - ❖ Identification of variance between target and actual sales.

- Sales Data Categorization:
  - ❖ Breakdown of sales data by city, state, category, sub-category, and brand name.
  - ❖ Detailed examination of sales performance across various dimensions.

Customization:

- ❖ Allow users to filter data by specific time periods.
- ❖ Enable drill-down functionality to explore details behind the presented data (e.g., see top-selling products in a particular city).

Benefits:

- ❖ Track Progress: Monitor YTD sales and compare them to previous years to assess overall performance.
- ❖ Identify Trends: Analyze monthly sales trends to identify seasonal fluctuations or growth patterns.
- ❖ Measure Goal Achievement: Track progress towards sales targets and identify areas requiring additional focus.
- ❖ Gain Insights: Gain a deeper understanding of sales performance across different product categories, sub-categories, brands etc.
- ❖ Make Data-Driven Decisions: Use insights to optimize sales strategies, resource allocation, and marketing efforts for improved performance.

This Sales Performance Dashboard will be a valuable tool for monitoring your sales health and making informed decisions to drive sales growth.