**Project Title:** Interactive Sales Dashboard  
**Tools Used:** Power BI, Excel  
**Primary Goal:** To develop an interactive dashboard for sales monitoring and performance evaluation by various dimensions (product, region, sales rep, customer type, etc.)

**1️⃣ Project Background**

Sales teams need real-time insights into performance to make data-driven decisions. A static report falls short when users need to explore trends, isolate underperforming regions, or filter by product lines. This dashboard solves that by providing a self-service, interactive visual layer to the raw sales data.

**2️⃣ Objectives**

* Visualize total sales, profit, and quantity sold over time.
* Enable filtering by key dimensions such as Region, Product Category, Sales Representative, and Customer Type.
* Help identify top-performing products, regions, and sales reps.

**3️⃣ Dataset Overview**

The dataset contains transactional sales data with the following columns:

* **Date**
* **Product Name**, **Category**
* **Sales Representative**, **Region**, **Region Manager**
* **Quantity Sold**, **Unit Price**, **Total Sale**, **Cost Price**, **Profit**
* **Payment Method**, **Order Status**, **Customer Type**

**4️⃣ Dashboard Sections & Visual Design**

| **Section** | **Visual** | **Metrics/Insights** |
| --- | --- | --- |
| **KPIs** | Card Visuals | Total Sales, Total Profit, Total Units Sold |
| **Sales Trend** | Line/Area Chart | Sales over time (monthly) |
| **Regional Sales** | Bar Chart | Total Sales by Region |
| **Product Performance** | Bar Chart | Top 10 Products by Sales or Profit |
| **Sales Rep Performance** | Bar/Stacked Column | Sales by Sales Rep |
| **Customer Breakdown** | Pie/Bar Chart | Sales by Customer Type (New/Returning) |
| **Filters (Slicers)** | Slicers | Category, Product Name, Region, Sales Rep, Order Status, Customer Type, Date |

**6️⃣ Interactivity Features**

* Slicers for drill-down by region, product, rep, etc.
* Hover tooltips for details
* Cross-filtering between visuals

**7️⃣ Expected Deliverables**

* Fully functional Power BI report (.pbix file)
* Dashboard screenshots for portfolio/LinkedIn
* Case study PDF (summary, insights, screenshots, context)
* GitHub repo with README and dataset

**8️⃣ Impact**

This dashboard helps business stakeholders:

* Track progress towards sales targets
* Spot underperforming areas or products
* Make proactive sales and marketing decisions
* Empower field reps and managers with self-service insights