

Power BI Dashboard Project – ZYLO

Project Title: Sales & Customer Performance Dashboard – ZYLO

Project Overview

The ZYLO dashboard is a **single-page interactive report** designed to help business managers quickly understand **overall sales performance, product popularity, and customer behavior**. It provides a clear snapshot of business performance, highlights trends, and supports **informed decision-making** without the need to analyze spreadsheets or raw data.

Dataset Overview

Dataset Overview: The dashboard uses three main datasets: Products, which contains information on all items sold, organized by categories to highlight top-performing and underperforming products; Customers, which provides insights into the customer base, including counts and regional distribution, helping identify key buyers; and Sales, which records total sales, quantities, and order details over time, enabling trend analysis, identification of top products, and evaluation of regional performance.

Key Features & Insights

1. High-Level Metrics (Cards)

- Total Sales
- Total Quantity Sold
- Total Customers
- Average Sales per Order
- Total Orders
- Last Data Update

These metrics give a **quick overview of overall business performance**.

2. Product & Category Insights

- Highlights **top-performing product categories** and individual products.
- Helps business managers decide **where to focus marketing or inventory efforts**.

3. Regional & Time Trends

- Visualizes sales by region to see **where most customers are located**.

- Monthly trend charts show **how sales are growing over time**, helping spot seasonal patterns.

4. Visual & Interactive Components

- KPI Cards for key metrics
- Bar and Column Charts for category and regional performance
- Pie Charts for product distribution
- Line Charts for sales trends
- Slicers for simple filtering by category, region, or time

All visuals are **interactive**, allowing easy exploration of insights.

Business Value

- Provides **quick and clear insights** without technical knowledge
- Helps identify **top products and high-performing categories**
- Reveals **regional trends** for better planning and sales strategies
- **Single-page dashboard** ensures efficiency in decision-making

Conclusion

The ZYLO Sales & Customer Performance Dashboard turns business data into **meaningful, actionable insights**.

It enables managers to **track sales trends, monitor product performance, and understand customer distribution** efficiently, all from a **user-friendly, interactive single-page report**.

 Live Report Link From Service: [Sales & Customer Performance Dashboard – ZYLO](#)



SALES ANALYSIS

Total Sales

50.08M

Total Quantity Sold

550K

Total Customer

144

Average Sales

347.77K

Total Sold Product

63

Total Order

100K

Last Update

8/28/2025
4:05:08 PM

DateID

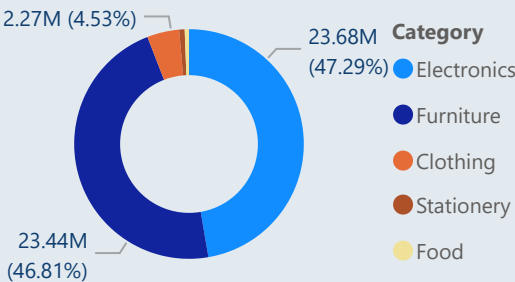
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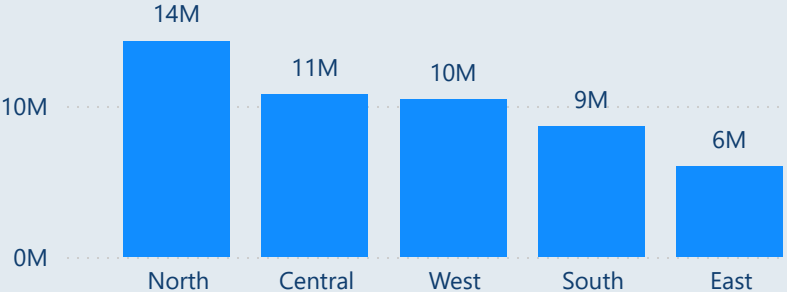
Category by Sales

Category	Total Order	Total Sales
Stationery	22078	383,253.90
Electronics	22056	23,683,905.00
Food	19929	302,036.00
Furniture	19044	23,442,185.00
Clothing	16896	2,267,405.00
Total	100003	50,078,784.90

TotalAmount by Category



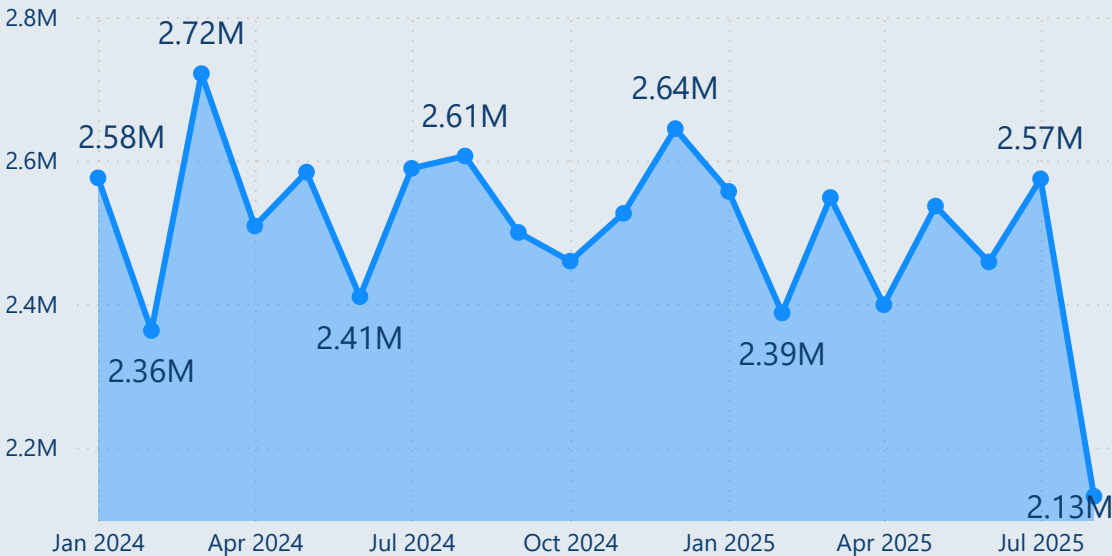
Total Sales by Region



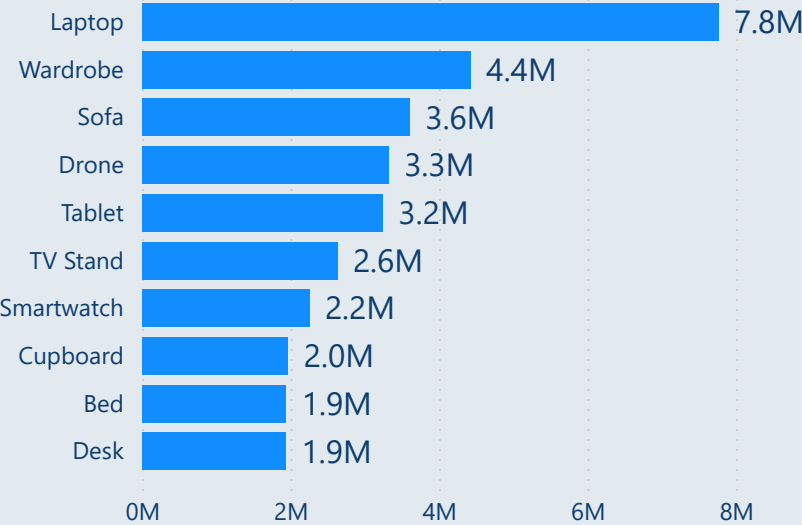
Region

- Select all
- Central
- East
- North
- South
- West

Total Sales by Month



Top 10 Products By Sales



Total Quantity Sold by Category

