

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

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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](#)