

# 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](#)