

Power BI Dashboard

Create a **drug sales** dashboard using the data you have downloaded with the below instructions

Dashboard 1:

(Top/Bottom Analysis)

Covered Topics:

1. Overall Sales Metrics

- Quantity sold, cost of goods sold (COGS-Cost of Goods and Sold), revenue, profit, and profit margin with comparing current month vs previous month

2. Performance of Top and Bottom Drugs:

- Identification of dynamic top drugs by Different Measures and the percentage contributions
- Overview of the Dynamic Top and underperforming customers by Different Measures and the percentage contributions

Dashboard 2:

(Customer Analysis)

Covered Topics:

1. Customer Demographics and Sales Distribution:

- Total number of customers and average revenue per customer.
- Revenue distribution by country and key statistics on buyer type.

2. Revenue by Demographics:

- Breakdown of revenue by gender and age group.

3.Geographical Insights:

- Highlighting the revenue share from top 2 countries

Dashboard 3:

(Trend Analysis)

Covered Topics:

1.Revenue and Transaction Trends:

- Yearly and quarterly revenue trends.
- Number of transactions and total revenue (KPI).

2.Month-over-Month Revenue Changes:

- Detailed analysis of revenue changes for each month (Monthly Trend).

3.Weekday Sales Analysis:

- Breakdown of revenue by weekdays and identification of top drugs sold per day. Data with Decision