STRATEGIC PROFIT & GROWTH INTELLIGENCE DASHBOARD

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Course: Power BI Project

Objective: Transform transactional data into executive-level strategic insights.

BUSINESS PROBLEM

Retail executives struggle to make informed decisions because raw transactional data does not clearly reveal performance drivers.

Project Goal

To build a Power BI dashboard that connects:

- Sales performance
- Profitability
- Growth trends

And translates them into clear strategic decisions.

KEY PERFORMANCE INDICATORS

2.30M
Total Sales

286.40K
Total Profit

10K
Total Orders

46.88%
Sales YoY %

12.47%
Profit Margin %

Insight

The company is experiencing strong revenue growth, but profit margins remain moderate, suggesting that growth may be influenced by discounting and cost structure inefficiencies.
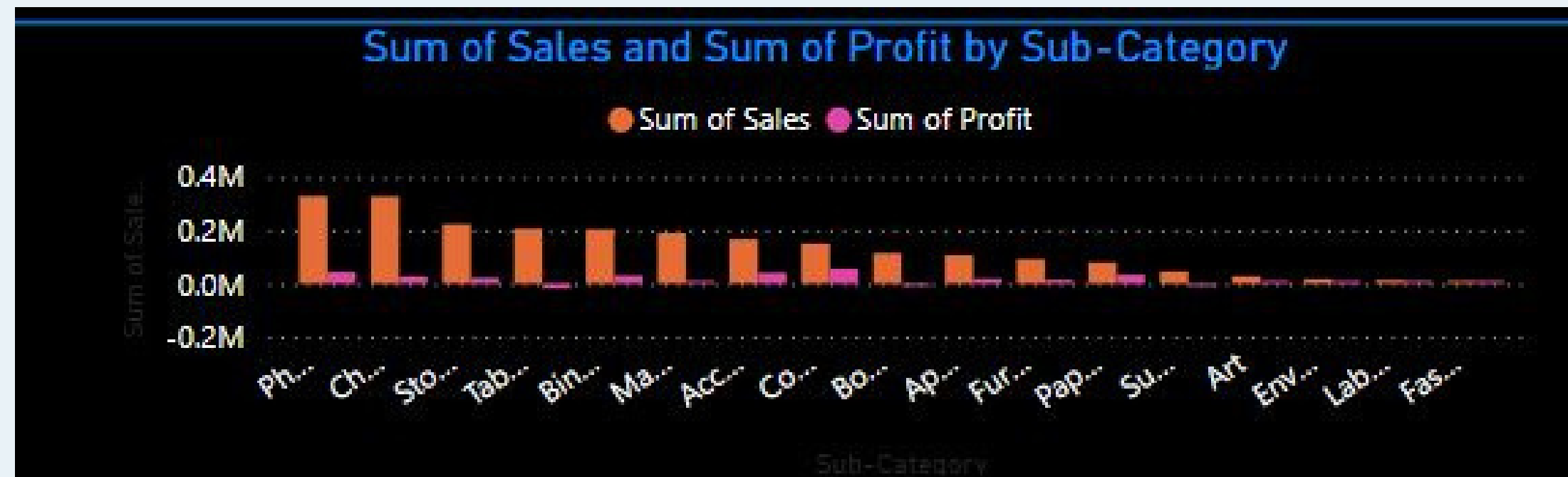
SALES & PROFIT TRENDS
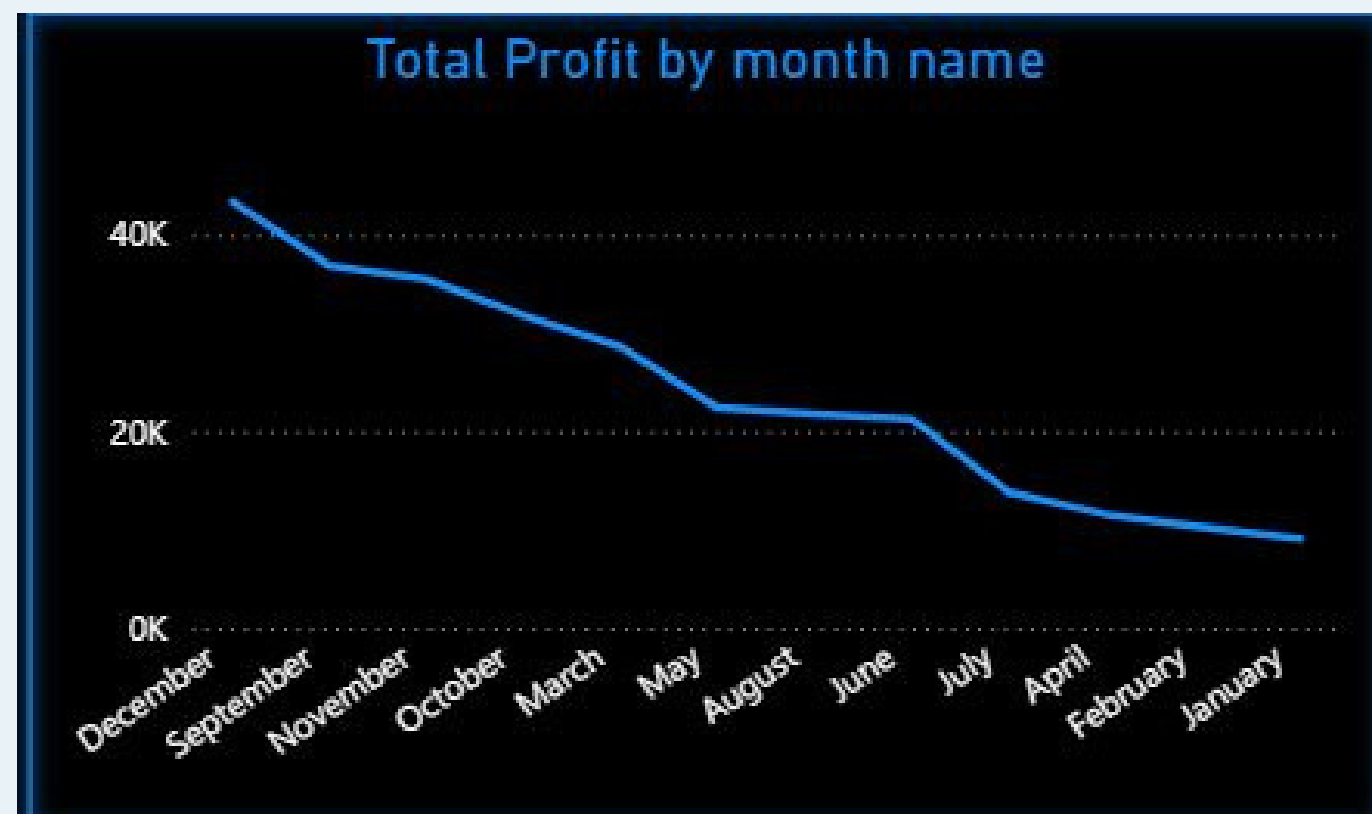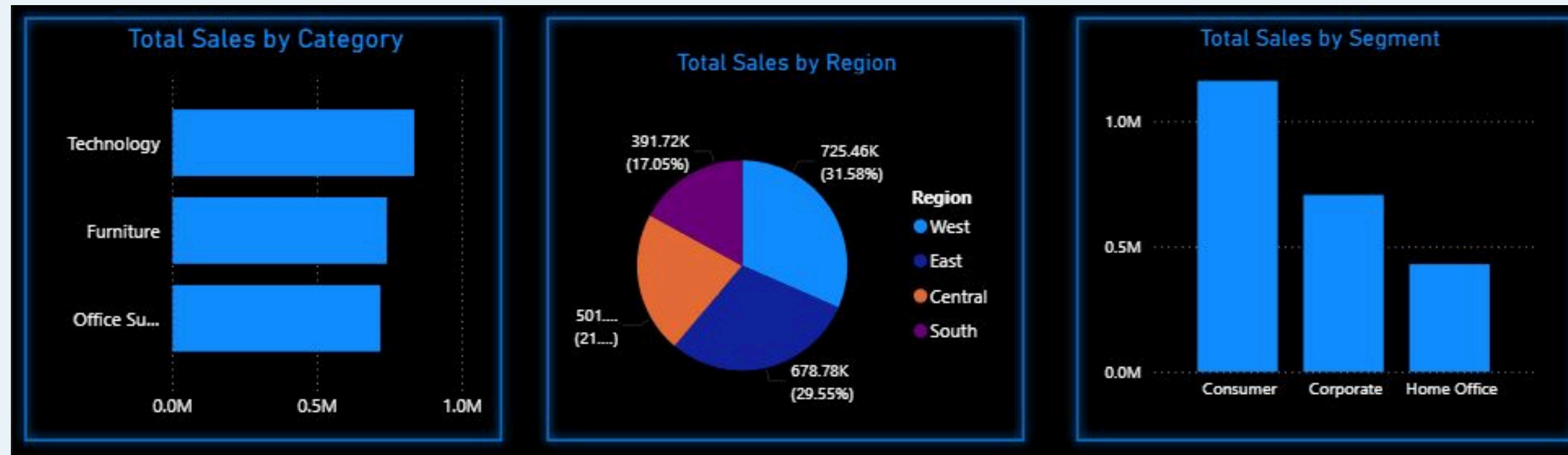
Strategic Insight

The business is seasonal, with strong Q4 performance.

However, margin fluctuations indicate potential pricing or discount control issues.

CATEGORY PERFORMANCE ANALYSIS

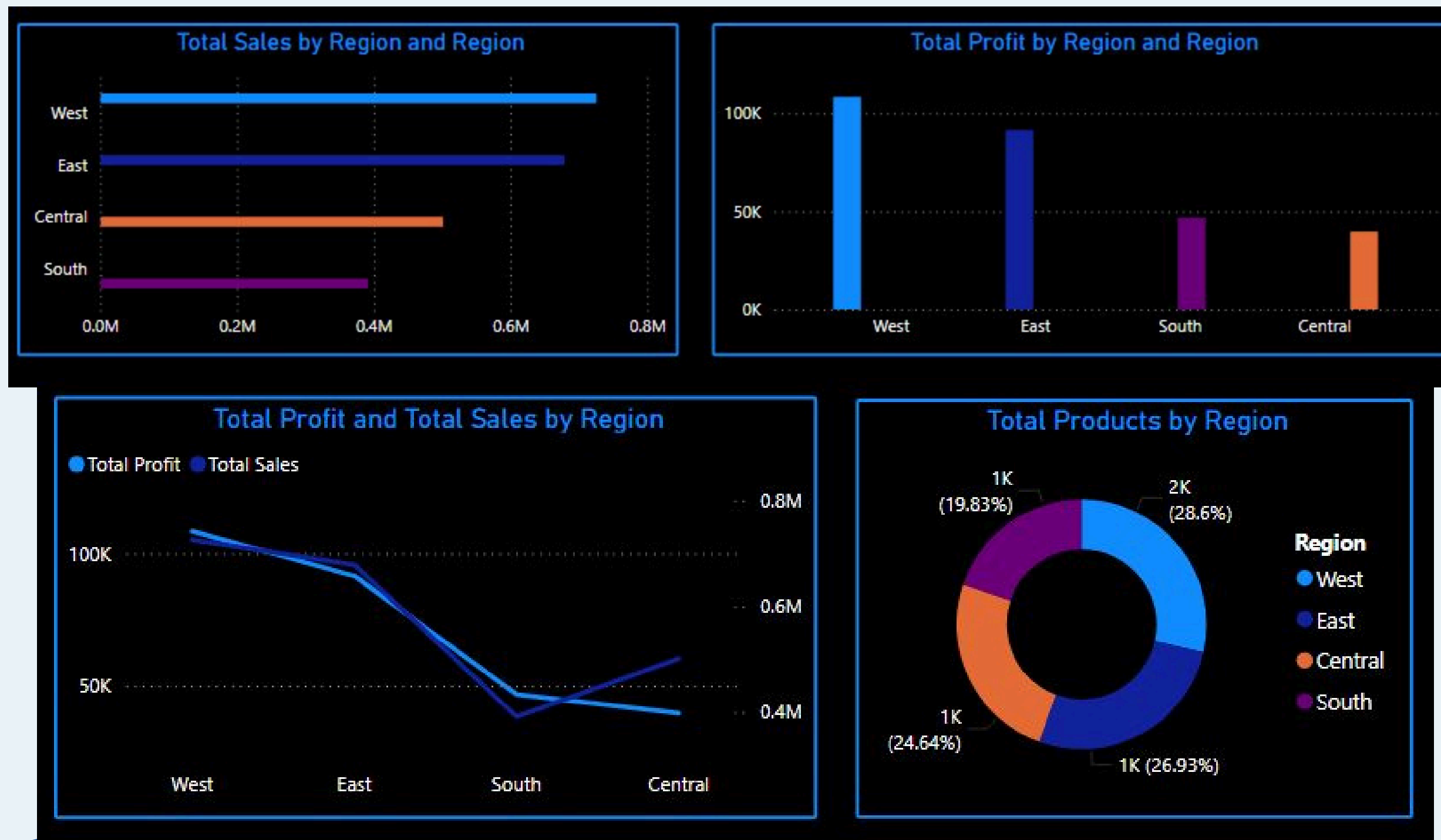Sum of Sales and Sum of Profit by Sub-Category

Findings

- Technology leads in sales and profitability
- Furniture generates high revenue but lower margins
- Office Supplies provides stable but thin margins

Strategic Interpretation

High revenue does not always mean high profitability.

RISK AREAS IDENTIFIED

Key Risks

Excessive discounting reduces profit margins

Furniture category shows margin pressure

Some regions contribute revenue but limited profit

Business Impact

If not optimized, revenue growth may not translate into sustainable profitability.

STRATEGIC ACTION PLAN

Grow

- Technology category
- High-margin products
- West & East regions
- Q4 seasonal campaigns

Stop / Reduce

- Low-performing, low-margin products
- Aggressive discounting practices

Fix

- Furniture pricing strategy
- Discount thresholds
- Central region profitability

CONCLUSION

This dashboard transforms raw transactional data into strategic intelligence.

It enables leadership to:

- Identify profitable growth opportunities
- Detect margin risks
- Allocate resources more effectively
- Make data-driven expansion decisions

The analysis demonstrates that sustainable growth requires not just increasing sales, but improving profitability and operational efficiency.

THANK YOU