

SALES & RETURNS

DESCRIPTION

This Interactive Sales & Return Analytics Dashboard of a Skateboard Company allows you to drill into the data and explore all the factors that impact Sales and Returns. It also analyzes what types of products are most popular in different regions and provides insights into areas to focus marketing efforts.

This Report is loaded with Power BI Features that will allow the user to understand a large amount of data with an easy to use interface. By integrating Power Apps within this Power BI Report, the users are able to get from Data to Insights to Action rapidly.

[Download PBIX](#)

Design Factors

AUDIENCE

OPERATIONAL
ANALYTICAL

PLATFORM

POWER BI DESKTOP
Report View
POWER BI MOBILE
Report Mobile View

UI/UX

ANALYSIS

FEATURES & CAPABILITIES

- Drill Mode
- Drillthrough
- Tooltip
 - Default
 - Report Page
- Visual Header
 - Tooltip Text
 - Tooltip Report Page
- What If
- Analyze
 - Increase/Decrease
 - Find Where this Distribution is Different

Filter Pane

Bookmark

- Display Selected Visual

Conditional Formatting

- Data Color
- Title
- Data Bars

Analytics

- Constant Line
- Forecast

Net Sales
\$387.1K

+72.7%

Units Sold
7,868

+71.4%

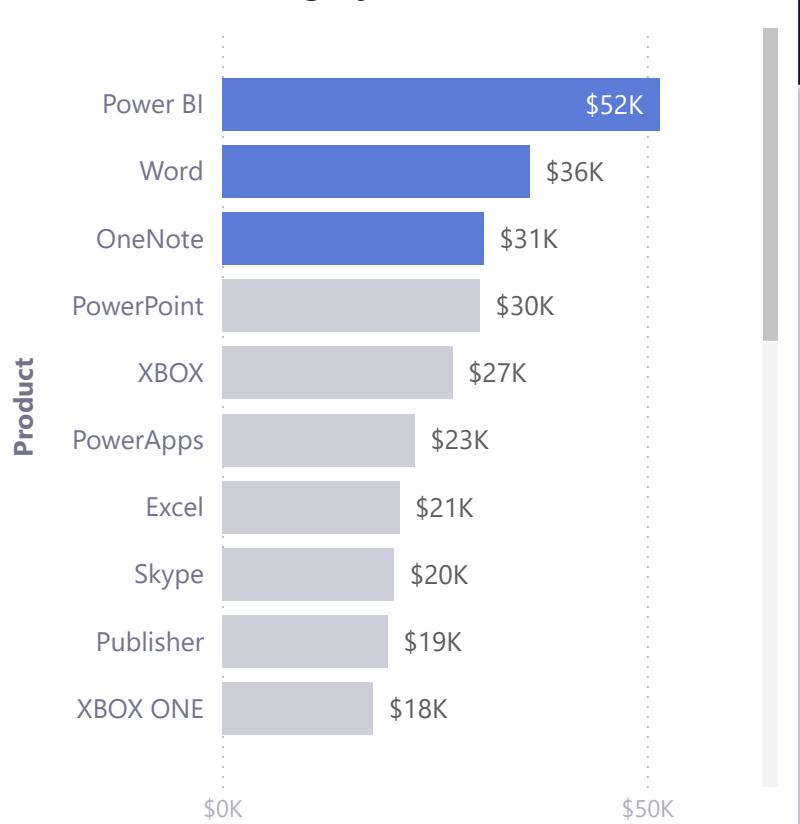
Key Influencers

Analyzes your data, ranks the factors that matter, and displays them as key influencers.

Decomposition Tree

Enables users to drill into any dimension to understand what is driving a key metric.

Category Breakdown



Visual

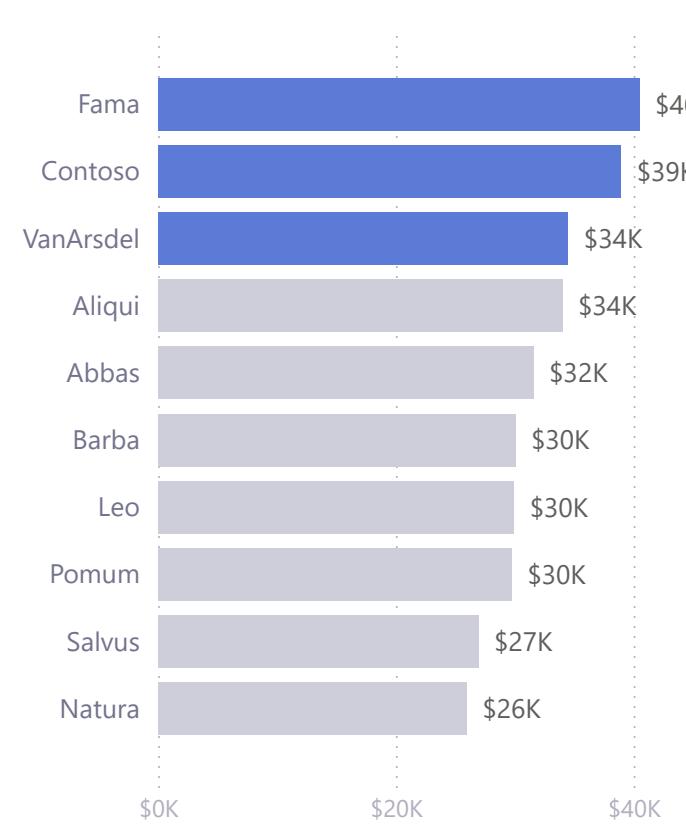
Tabular

Visual

Map

Restart Q&A

Store Breakdown



Help Q&A understand... Add synonyms now X

Net Sales vs net sales PM by date as stacked column chart

Showing results for Net sales and net sales PM sorted by sale date as stacked column chart

Returns
\$52.3K

-59.8%

Units Returned
1,007

-59.8%

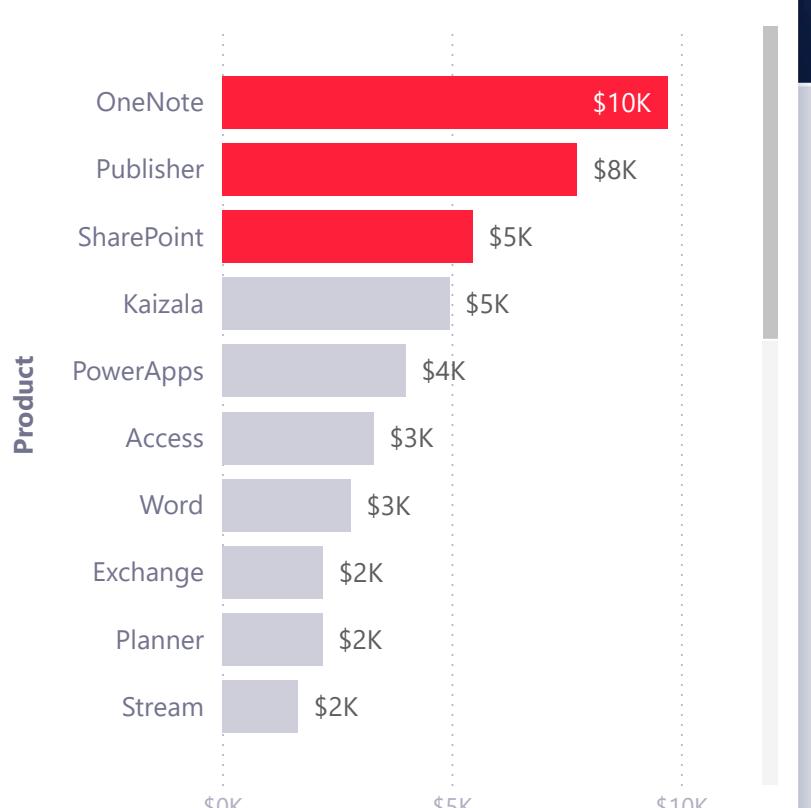
Key Influencers

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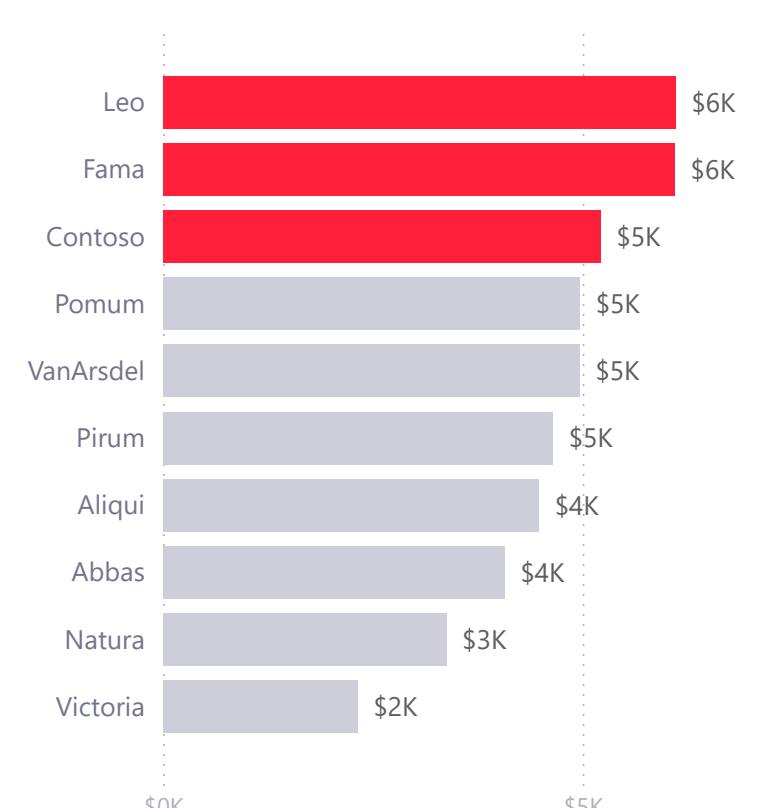
Decomposition Tree

Enables users to drill into any dimension to understand what is driving a key metric.

Category Breakdown



Store Breakdown



Help Q&A understand... Add synonyms now X

Show me Returns Over Time. Only Leo, Contoso, Fama, and Pomum More Settings

Visual

Tabular

Visual

Map

Restart Q&A

OneNote

Office 365



Return Rate
24%



What If...

We Decrease Our Return Rate (%) to:

25

Net Sales (Forecast)

\$30,772

\$30,772

Extra Profit

\$0

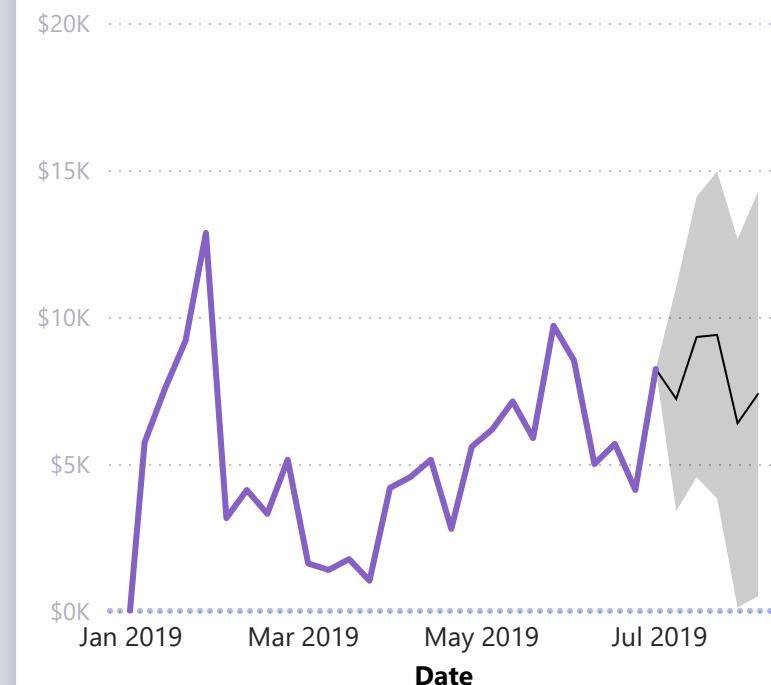
0.0%

Net Sales vs "What If" Analysis

Store	Net Sales	Forecast	Extra Profit
Abbas	\$2,646	\$2,646	\$0
Aliqui	\$3,724	\$3,724	\$0
Barba	\$1,568	\$1,568	\$0
Contoso	\$2,842	\$2,842	\$0
Fama	\$3,626	\$3,626	\$0
Leo	\$1,764	\$1,764	\$0
Natura	\$1,274	\$1,274	\$0
Palma		\$0	\$0
Pirum	\$2,744	\$2,744	\$0
Pomum	\$1,372	\$1,372	\$0
Quibus	\$2,940	\$2,940	\$0
Salvus	\$2,646	\$2,646	\$0
VanArsdel	\$2,548	\$2,548	\$0
Victoria	\$1,078	\$1,078	\$0
Total	\$30,772	\$30,772	\$0

"What If" Analysis Forecast

● Predicted Net Sales ● Forecast



Tabular

Map

Forecast

Extra Profit