Sales Performance Analytics Dashboard

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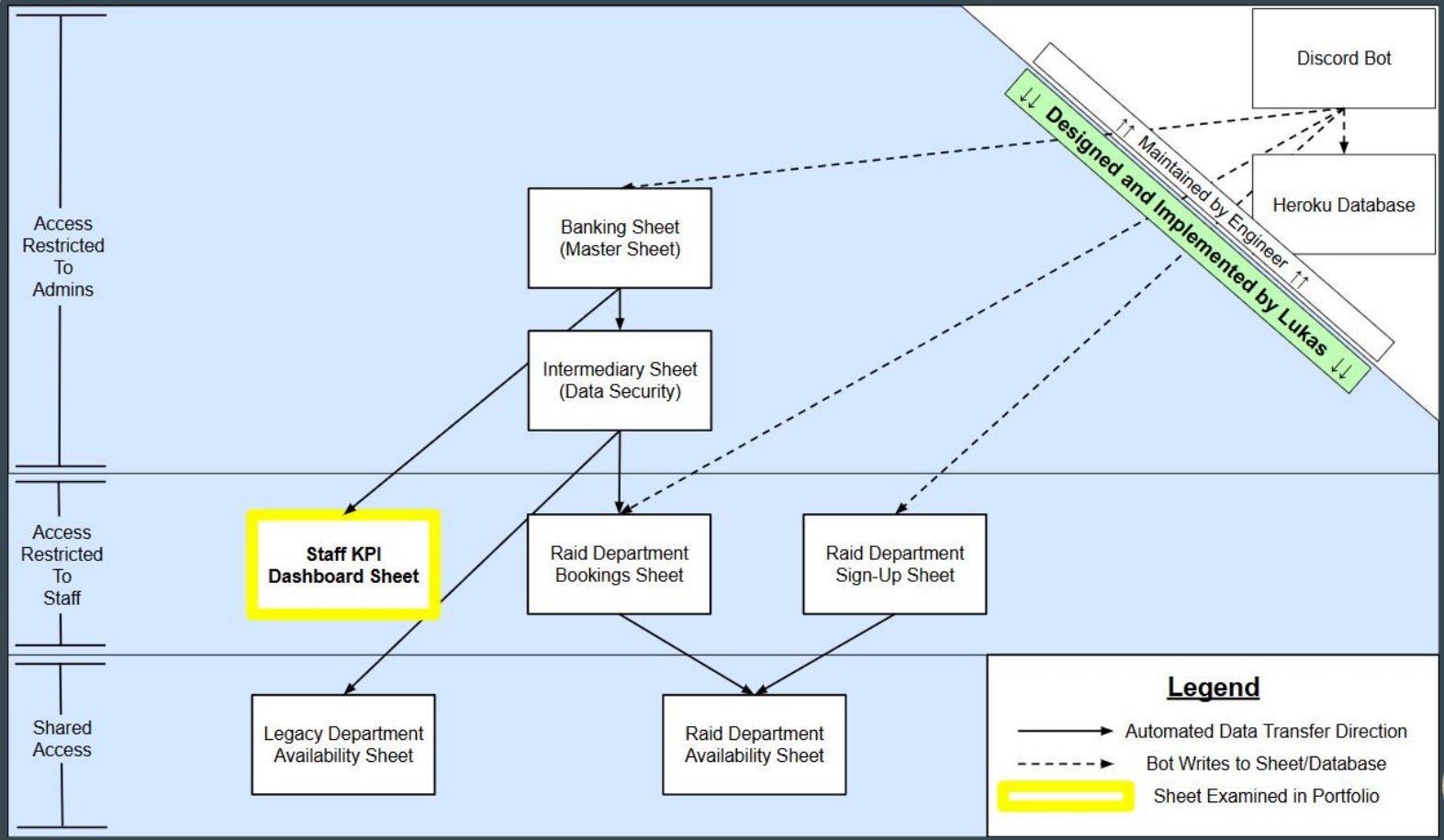
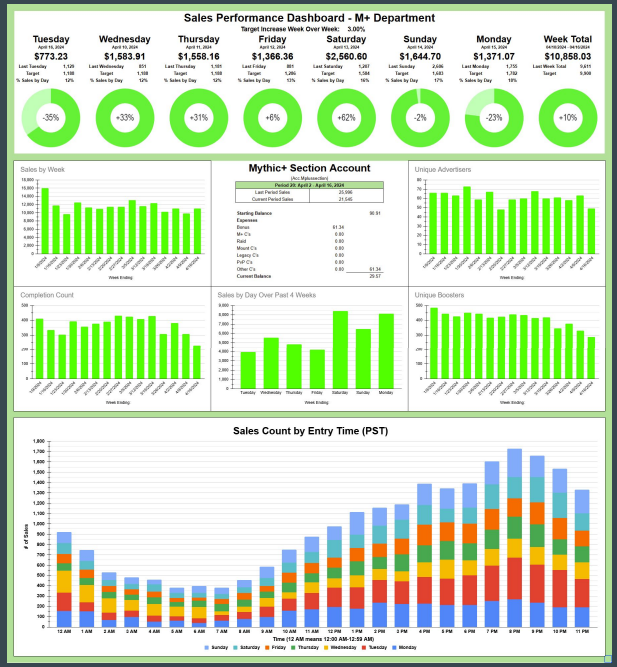
Data Flow Overview: KPI Dashboard



Project Summary

Leadership needed a consistent and reliable way to view sales performance metrics across departments. Transaction data was raw and unformatted making it difficult to identify patterns. To address this, I built an automated dashboard that turned live sales data into actionable insights.



Dept-Level Dashboard Overview

Organization Performance Dashboard

Total	M+	Raid	Mounts	Legacy	PvP	Other
Sales	Sales	Sales	Sales	Sales	Sales	Sales
$1,559,362.56	$745,235.27	$566,736.23	$41,734.67	$142,699.42	$44,335.03	$18,621.94

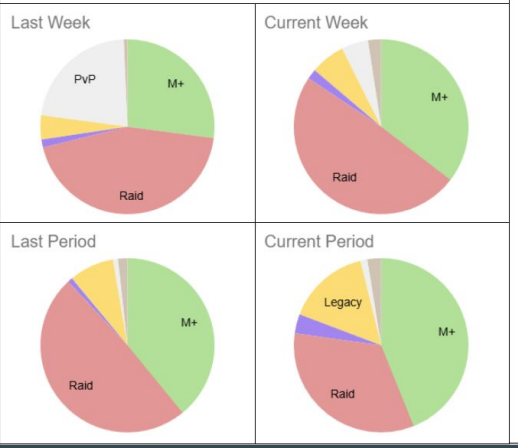
Collective Periods

April 15, 2024

Period	Start	End	Staff Payout
1	12/13/2022	1/9/2023	1/23/2023
2	1/10/2023	2/6/2023	2/20/2023
3	2/7/2023	3/6/2023	3/20/2023
4	3/7/2023	4/3/2023	4/17/2023
5	4/4/2023	5/1/2023	5/15/2023
6	5/2/2023	5/29/2023	6/12/2023
7	5/30/2023	6/26/2023	7/10/2023
8	6/27/2023	7/24/2023	8/7/2023
9	7/25/2023	8/21/2023	9/4/2023
10	8/22/2023	9/18/2023	10/2/2023
11	9/19/2023	10/16/2023	10/30/2023
12	10/17/2023	11/13/2023	11/27/2023
13	11/14/2023	12/11/2023	12/25/2023
14	12/12/2023	1/8/2024	1/22/2024
15	1/9/2024	2/5/2024	2/19/2024
16	2/6/2024	3/4/2024	3/18/2024
17	3/5/2024	4/1/2024	4/15/2024
18	4/2/2024	4/29/2024	5/13/2024
19	4/30/2024	5/27/2024	6/10/2024
20	5/28/2024	6/24/2024	7/8/2024
21	6/25/2024	7/22/2024	8/5/2024
22	7/23/2024	8/19/2024	9/2/2024
23	8/20/2024	9/16/2024	9/30/2024
24	9/17/2024	10/14/2024	10/28/2024
25	10/15/2024	11/11/2024	11/25/2024
26	11/12/2024	12/9/2024	12/23/2024
27	12/10/2024	1/6/2025	1/20/2025
28	1/7/2025	2/3/2025	2/17/2025
29	2/4/2025	3/3/2025	3/17/2025
30	3/4/2025	3/31/2025	4/14/2025
31	4/1/2025	4/28/2025	5/12/2025

The Collective

Est. December 10, 2022



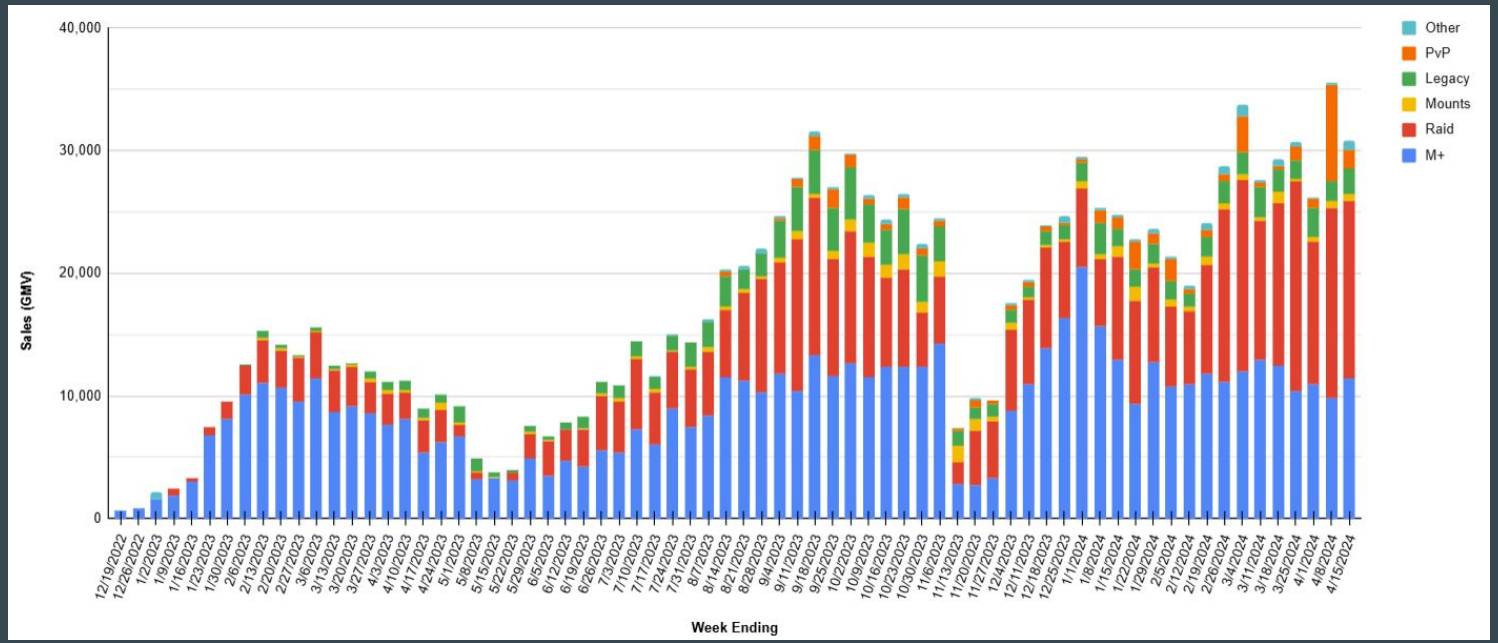
Collective Periods Continued

Reporting date fixed at April 15, 2024 for demonstration.

Period	Start	End	Staff Payout
32	4/8/2025	5/5/2025	5/19/2025
33	5/6/2025	6/2/2025	6/16/2025
34	6/3/2025	6/30/2025	7/14/2025
35	7/1/2025	7/28/2025	8/11/2025
36	7/29/2025	8/25/2025	9/8/2025
37	8/26/2025	9/22/2025	10/6/2025
38	9/23/2025	10/20/2025	11/3/2025
39	10/21/2025	11/17/2025	12/1/2025
40	11/18/2025	12/15/2025	12/29/2025
41	12/16/2025	1/12/2026	1/26/2026
42	1/13/2026	2/9/2026	2/23/2026
43	2/10/2026	3/9/2026	3/23/2026
44	3/10/2026	4/6/2026	4/20/2026
45	4/7/2026	5/4/2026	5/18/2026
46	5/5/2026	6/1/2026	6/15/2026
47	6/2/2026	6/29/2026	7/13/2026
48	6/30/2026	7/27/2026	8/10/2026
49	7/28/2026	8/24/2026	9/7/2026
50	8/25/2026	9/21/2026	10/5/2026
51	9/22/2026	10/19/2026	11/2/2026
52	10/20/2026	11/16/2026	11/30/2026
53	11/17/2026	12/14/2026	12/28/2026
54	12/15/2026	1/11/2027	1/25/2027
55	1/12/2027	2/8/2027	2/22/2027
56	2/9/2027	3/8/2027	3/22/2027
57	3/9/2027	4/5/2027	4/19/2027
58	4/6/2027	5/3/2027	5/17/2027
59	5/4/2027	5/31/2027	6/14/2027
60	6/1/2027	6/28/2027	7/12/2027
61	6/29/2027	7/26/2027	8/9/2027
62	7/27/2027	8/23/2027	9/6/2027

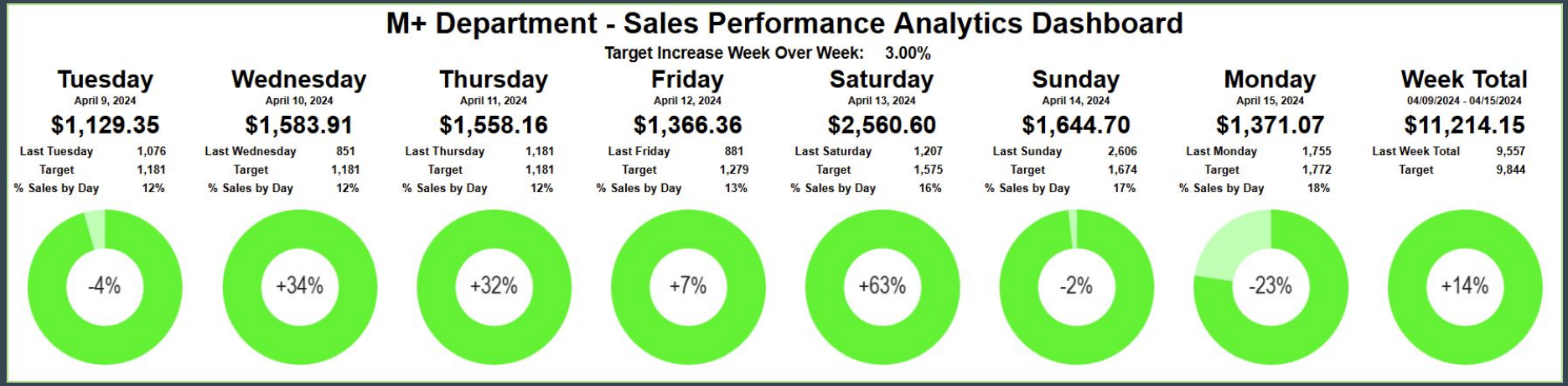
- Combines all department sales into one leadership view
- Compares department performance to drive accountability and competition
- Provides leadership visibility into ~$1.5M in GMV sales

Weekly Sales Trend



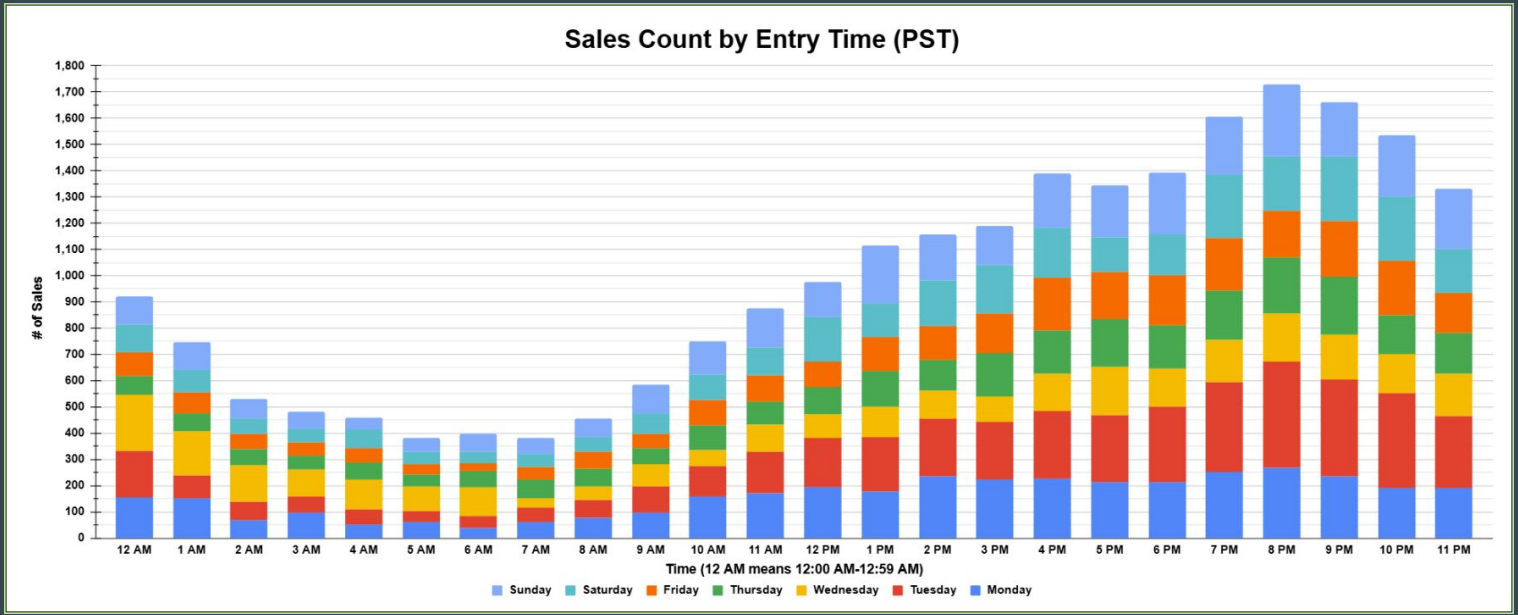
- Shows how weekly sales evolve across departments as demand shifts, including predictable end-of-cycle increases in Mounts, PvP, and Legacy.
- Used to monitor continued growth and respond quickly to expected cyclical slowdowns and recoveries.

Department Dashboard - Weekly View



- Shows daily and weekly sales performance against prior results and growth targets.
- Highlights which days over or under performing relative to expected sales.
- Used by department leadership as a quick snapshot to assess performance and align deals and pricing with expected demand.

Time-of-Day Sales Patterns (PST)



- Shows when sales activity consistently peaks and slows throughout the day for the M+ department.
- Used to align staffing, availability, and deal timing with actual customer behavior.
- Uses a single time zone (PST) so distributed teams interpret timing consistently.