

SALES PERFORMANCE DASHBOARD



260,096

#Transaction



6,381,172

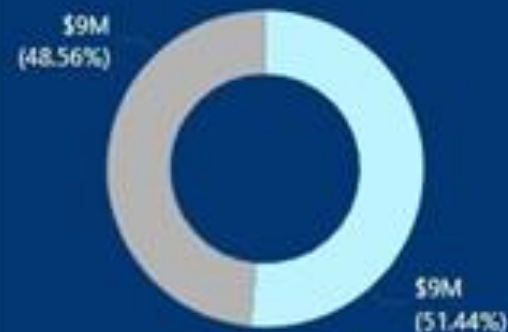
Total Qty Sold



\$17,909,232

Total Revenue

Total Revenue by Manager



● Gabriel Azevedo ● Victor Castro



Sales Dashboard

Dashboard

Sales Person Details

Total Revenue by Channel



Revenue vs Total Budget



Select

Choose

5

Bottom

Top

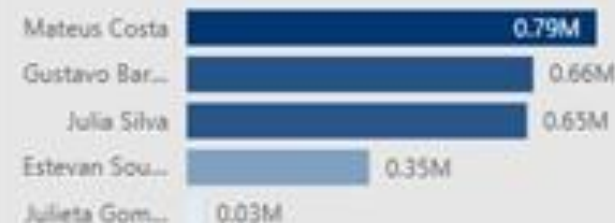
ProductName

ProductGroup

Salesperson

Dynamic Ranking

Bottom-5 SalespersonSelected



Supervisor

Total Revenue

%

Total Qty Sold

%

Fernando Silva	\$821,425	4.59%	49,621	0.78%
Emily Rocha	\$1,560,528	8.71%	430,123	6.74%
Julieta Gomes	\$26,054	0.15%	1,435	0.02%
Isabella Sousa	\$870,302	4.86%	117,568	1.84%
Gustavo Barros	\$664,172	3.71%	311,120	4.88%
Sofia Ribeiro	\$3,113,650	17.39%	1,446,501	22.67%
Diogo Carvalho	\$6,098,516	34.05%	2,116,049	33.16%
Estevan Souza	\$349,897	1.95%	154,833	2.43%
Gustavo Gomes	\$2,447,136	13.66%	793,217	12.43%
Julio Lima	\$3,301,482	18.43%	1,167,999	18.30%
Diego Araujo	\$6,315,114	35.26%	2,338,878	36.65%
Leonardo Cardoso	\$1,607,712	8.98%	697,248	10.93%
Total	\$17,909,232	100.00%	6,381,172	100.00%



Manager Filter

Gabriel Azevedo

Victor Castro

Supervisor Filter

Diego Araujo

Diogo Carvalho

Emily Rocha

Fernando Silva








Sofia Ribeiro



Full Sales -Person Transactional Details

Dashboard

Sales Person Details

	Salesperson	Total Transaction	Total Qty Sold	Total Revenue
	Carla Ferreira	60,642	1,641,630	\$4,707,403
	Julio Lima	51,765	1,167,999	\$3,301,482
	Gustavo Gomes	33,265	793,217	\$2,447,136
	Felipe Goncalves	31,508	795,119	\$1,676,337
	Leonardo Cardoso	22,571	697,248	\$1,607,712
	Julia Silva	15,012	317,887	\$652,073
	Mateus Costa	12,922	333,495	\$785,241

SALE DASHBOARD TOOLTIP

\$17,909,232

Total Revenue

Top3- Sales Person

1st



Carla Ferreira

\$4,707,403

Total Revenue

2nd




Julio Lima

\$3,301,482

Total Revenue

3rd



Gustavo Gomes

\$2,447,136

Total Revenue

Total vs Budget

0%

100%

150%

104%



Total Transaction

260.096



Total Revenue

\$17,909,232



Total Budget

\$17,267,309



Revenue from Budget

\$641,924

Product 1019



Total Revenue by Weekday/Weekend

● Weekday ● Weekend

\$5M (28.86%)

\$13M (71.14%)

Total Revenue

\$17,909,232

PROJECT DESCRIPTION:

This Power BI Sales Performance Dashboard provides a comprehensive analysis of sales performance, enabling businesses to track, evaluate, and optimize their sales operations. It visualizes key metrics, including:

- **Total Transactions:** The number of completed sales.
- **Total Quantity Sold:** The total volume of products sold.
- **Total Revenue :** The overall sales revenue generated.

The dashboard includes interactive filters, allowing managers and supervisors to drill down into specific teams, analyze revenue contributions, and identify top and bottom performers.

KEY FEATURES:

- **Revenue Breakdown:** Analyzes revenue distribution by weekdays vs. weekends, sales channels, and managers to identify trends and sales patterns.
- **Dynamic Sales Ranking :** Highlights the top and lowest-performing sales representatives based on revenue and quantity sold.
- **Dynamic Ranking:** Enables users to filter and rank top/bottom performers by product name, product group, or salesperson for deeper performance analysis.
- **Revenue vs. Budget Comparison:** Visualizes revenue trends over time and evaluates performance against the allocated budget to assess goal achievement.
- **Interactive Filters:** Allows users to filter data by supervisors, managers, product categories, and sales channels for customized insights.
- **Full Salesperson Transactional Details:** Provides a granular breakdown of transactions, quantity sold, and revenue per salesperson for deeper performance insights.



USE CASES:

- Identify **high-performing salespersons** and recognize top contributors.
- Track **total revenue trends** and evaluate budget performance.
- Analyze **sales distribution** by product and region to optimize sales strategies.
- Compare **weekday vs weekend sales** to adjust pricing and promotions.
- Help managers **make data-driven decisions** to improve sales efficiency.

This dashboard is a powerful tool for sales performance tracking and revenue optimization, offering actionable insights to drive business growth.



INSIGHTS:

- Total revenue is 3.72% higher than the budget (rounded to 4%), indicating that the company exceeded its sales target, reflecting strong financial performance.
- Revenue consistently exceeded budget in most months, but some months show underperformance.

Sales Channel Performance

- Retail Channel leads with \$9M (48.56%), making it the largest revenue contributor, indicating strong sales performance in physical locations.
- Distributor Channel follows, generating \$6M (34.05%), showing a significant reliance on partnerships.
- Online Channel contributes \$3M (17.39%), indicating room for growth in e-commerce.



INSIGHTS:

Sales Team Performance

- Diego Araujo and Diogo Carvalho's teams lead in revenue, contributing 35.26% and 34.05%, respectively.
- Carla Ferreira (Diego Araujo's team) is the top performer, generating \$4.7M in revenue and selling 1.64M units followed by Julio Lima (Diogo Carvalho's team) with \$3.3M in revenue and 1.16M units sold.
- Gustavo Gomes (under Diogo Carvalho), despite generating \$2.4M, has a high percentage of total quantity sold (12.43%) but lower total revenue compared to top performers. This suggests he might be selling at lower prices, focusing on cheaper products, or facing inefficiencies in his sales strategy.
- Julieta Gomes and Isabella Sousa (under Emily Rocha) show minimal contributions to total revenue and units sold, indicating underperformance.



RECOMMENDATION:

Sales Team Performance

- Recognize and learn from top performers (Carla Ferreira, Julio Lima).
- Review pricing strategies for salespersons with high sales volume but low revenue.
- Provide training or support for underperforming team members to improve sales.
- Apply best practices from Diego Araujo and Diogo Carvalho's teams across other teams.
- Analyze trends for underperforming months and adjust sales strategies accordingly (e.g., promotions, product focus).

Optimize sales channels:

- Retail Channel – Consider expanding operations or maintaining current strategies to sustain



RECOMMENDATION:

Optimize sales channels:

- Retail Channel – Consider expanding operations or maintaining current strategies to sustain performance.
- Distributor Channel – Optimize partnership agreements and supply chain efficiency to maintain profitability.
- Online Channel – Invest in digital marketing, online promotions, or an improved e-commerce strategy to boost growth.



RECOMMENDATION:

Optimize sales channels:

- Retail Channel – Consider expanding operations or maintaining current strategies to sustain performance.
- Distributor Channel – Optimize partnership agreements and supply chain efficiency to maintain profitability.
- Online Channel – Invest in digital marketing, online promotions, or an improved e-commerce strategy to boost growth.

TECHNICAL DETAILS

- Data Source: Excel CSV files (Sales, Product, Budget, Photos)
- Tools Used: Power BI
- Data Processing: DAX for dynamic calculations and actionable insights

THANK YOU

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Github: <https://github.com/Marwah-88/Sales-Performance-Dashboard/edit/main/README.md>