
Strategic Profit & Growth Dashboard — Presentation Document

1. Project Title

Strategic Profit & Growth Dashboard

Subtitle: Connecting Operational Performance to Strategic Outcomes

Author: Mayen Atem Nun

Project File Name: FirstName_Profit&Growth_Project

2. Project Objective

- Enable retail executives to make informed, data-driven decisions.
 - Transform raw transactional data into actionable insights.
 - Connect sales, profit, and growth metrics to strategic business outcomes.
 - Identify what to **grow**, **fix**, or **stop** to improve profitability and efficiency.
-

3. Data Overview

Data Source: Retail transactional dataset

Key Fields:

- Date
- Product
- Sub-Category
- Category
- Region
- Sales
- Profit
- Quantity
- Orders

Data Structure:

- **Fact Table:** Sales transactions
 - **Dimension Tables:** Product, Region, Date
-

4. Dashboard Architecture

Page 1: Executive Overview

KPIs:

- Total Sales
- Total Profit
- Profit Margin %
- Total Orders
- Sales YoY
- Sales YoY %

Visuals:

- Sales & Profit Trend (Line Chart)
 - Sales by Category (Column Chart)
 - Profit Margin by Category (Clustered Bar Chart)
 - Sales by Region (Filled Map)
 - Top 10 Products by Profit (Table)
 - Year Slicer (Horizontal)
-

Page 2: Product Analysis

Slicer: Category Buttons (Technology, Furniture, Office Supplies)

KPI: Total Products

Visuals:

- Category → Sub-Category Waterfall (Sales Contribution)
 - Product Performance Matrix (Scatter Plot: Sales vs Margin, Bubble Size = Profit)
 - Sub-Category Profitability Table (Conditional Formatting for Margin and Product Count)
-

Page 3: Regional Performance

Slicer: Region Dropdown (East, West, Central, South)

KPI Tower:

- Total Sales
- Total Profit
- Profit Margin %
- Sales YoY %

Visuals:

- Sales & Profit by Region (Clustered Column Chart)
 - Regional Sales Trend (Line Chart with Region Legend)
 - Region Performance Scorecard (Table with Conditional Formatting)
-

5. Executive Overview Insights

- **Sales Growth:** Consistent upward trend in total sales YoY.

- **Profit Margin:** Highest in Technology category; lowest in Furniture.
 - **Regional Performance:** West region leads in total sales; Central region shows lowest profit margin.
 - **Top Products:** Top 10 products contribute over 40% of total profit.
-

6. Product Analysis Insights

- **Category Contribution:** Technology drives the largest share of total sales.
 - **Profitability:** Office Supplies show moderate sales but strong margins.
 - **Product Performance Matrix:** Identifies high-margin, low-sales products for potential scaling.
 - **Sub-Category Trends:** Chairs and Phones dominate profit contribution within their categories.
-

7. Regional Performance Insights

- **Regional Comparison:** West and East outperform Central and South in both sales and profit.
 - **Growth Trends:** East region shows the highest YoY growth rate.
 - **Profit Margin Variance:** Central region underperforms due to high operational costs.
 - **Actionable Focus:** Optimize logistics and marketing in underperforming regions.
-

8. Strategic Recommendations

Grow:

- Expand Technology category and East region operations.
- Invest in top-performing products with high margins.

Fix:

- Improve profitability in Furniture category through cost optimization.
- Address Central region's low margin with targeted pricing strategies.

Stop:

- Reduce focus on low-margin, low-growth sub-categories.
 - Eliminate underperforming SKUs with negative profit contribution.
-

9. Key Takeaways

- The dashboard provides a unified view of sales, profit, and growth.
 - Enables executives to align operational performance with strategic goals.
 - Supports data-driven decisions on resource allocation and market focus.
 - Highlights clear actions to **grow**, **fix**, or **stop** initiatives.
-

10. Project Deliverables

- **Power BI Dashboard (.pbix)**
 - **PDF Export of Dashboard Pages**
 - **PowerPoint Presentation (.pptx)**
 - **GitHub Repository** containing all files and README documentation
-

11. GitHub Repository Structure

 Strategic_Profit_Growth_Dashboard

|

 |  FirstName_Profit&Growth_Project.pbix

 |  FirstName_Profit&Growth_Project.pdf

 |  FirstName_Profit&Growth_Project.pptx

 |  README.md

 |  Data (optional, if allowed)

12. Conclusion

The Strategic Profit & Growth Dashboard empowers retail leaders to make informed, strategic decisions by visualizing performance across products and regions. It transforms data into insights that drive sustainable growth and profitability.