



MAHI STORE

# SALES REPORT

11 November 2024



MAHI STORE



# INTRODUCTION

This dataset covers sales, profit, and quantity metrics across four regions, with year-based filtering and comparisons to previous years. Monthly sparklines support trend analysis, making it ideal for a Power BI dashboard to guide regional sales strategies.



# AGENDA

**01** Business Requirements

**02** Data Walkthrough

**03** Data Connection

**04** Data Cleaning

**05** Data Modeling

**06** Data Processing

**07** Analysis Feature

**08** DAX Calculations

**09** Charts Development and  
Formatting

**10** Insights Generation





MAHI STORE

# BUSINESS REQUIREMENT

Design a dynamic Power BI dashboard that tracks key metrics—Sales, Profit, and Quantity—across four regions: Central, East, South, and West. The dashboard should allow users to filter by year and dynamically switch between the three metrics (Sales, Profit, and Quantity). Additionally, it should include a comparison with the previous year's (PY) sales for the selected year.

# KPI'S REQUIREMENTS



## CENTRAL REGION:



- DISPLAY SALES, PROFIT, AND QUANTITY AS PER THE SELECTED YEAR FILTER.
  - ALLOW DYNAMIC SELECTION BETWEEN SALES, PROFIT, AND QUANTITY.
  - SHOW SALES FOR THE PREVIOUS YEAR BASED ON THE SELECTED YEAR.
  - CREATE A BAR SPARKLINE FOR MONTHLY DATA, INCLUDING AN AVERAGE LINE FOR BETTER TREND ANALYSIS.
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# KPI'S REQUIREMENTS



## SOUTH REGION



- DISPLAY SALES, PROFIT, AND QUANTITY AS PER THE SELECTED YEAR FILTER.
  - ALLOW DYNAMIC SELECTION BETWEEN SALES, PROFIT, AND QUANTITY.
  - SHOW SALES FOR THE PREVIOUS YEAR BASED ON THE SELECTED YEAR.
  - CREATE A BAR SPARKLINE FOR MONTHLY DATA, INCLUDING AN AVERAGE LINE FOR BETTER TREND ANALYSIS.
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# KPI'S REQUIREMENTS



## EAST REGION



- DISPLAY SALES, PROFIT, AND QUANTITY AS PER THE SELECTED YEAR FILTER.
  - ALLOW DYNAMIC SELECTION BETWEEN SALES, PROFIT, AND QUANTITY.
  - SHOW SALES FOR THE PREVIOUS YEAR BASED ON THE SELECTED YEAR.
  - CREATE A BAR SPARKLINE FOR MONTHLY DATA, INCLUDING AN AVERAGE LINE FOR BETTER TREND ANALYSIS.
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# KPI'S REQUIREMENTS



## WEST REGION



- DISPLAY SALES, PROFIT, AND QUANTITY AS PER THE SELECTED YEAR FILTER.
  - ALLOW DYNAMIC SELECTION BETWEEN SALES, PROFIT, AND QUANTITY.
  - SHOW SALES FOR THE PREVIOUS YEAR BASED ON THE SELECTED YEAR.
  - CREATE A BAR SPARKLINE FOR MONTHLY DATA, INCLUDING AN AVERAGE LINE FOR BETTER TREND ANALYSIS.
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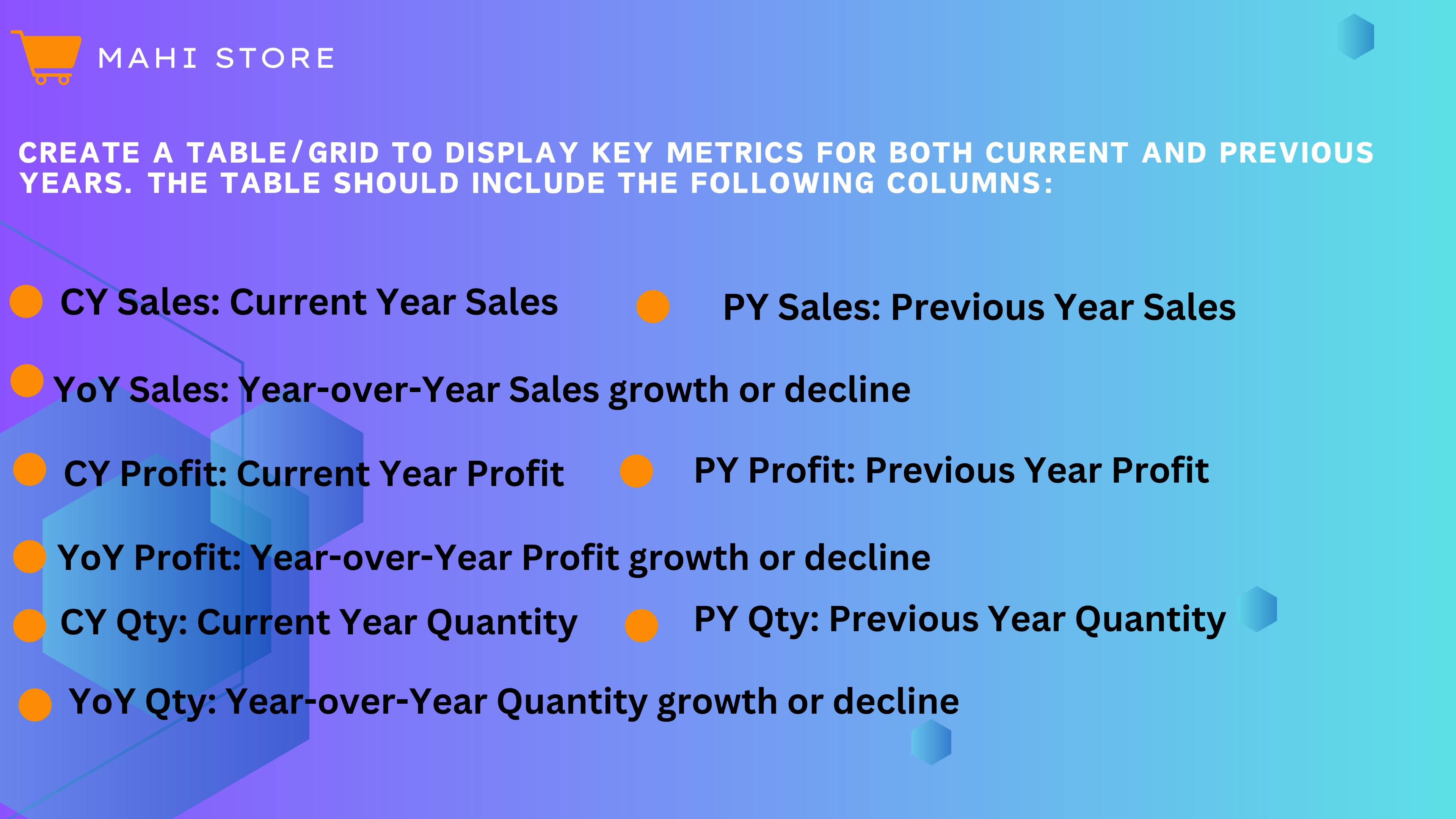
# CHART'S REQUIREMENTS

## ● BUBBLE MAP

Bubble Map: Display a bubble map to visualize sales distribution across different states. The size of each bubble should correspond to the sales volume, allowing users to quickly identify states with high or low sales.

## ● BAR CHART

Bar Chart: Place a bar chart alongside the bubble map to provide a detailed breakdown of sales by state. This chart should allow for easy comparison between states, with bars sorted either in ascending or descending order of sales.

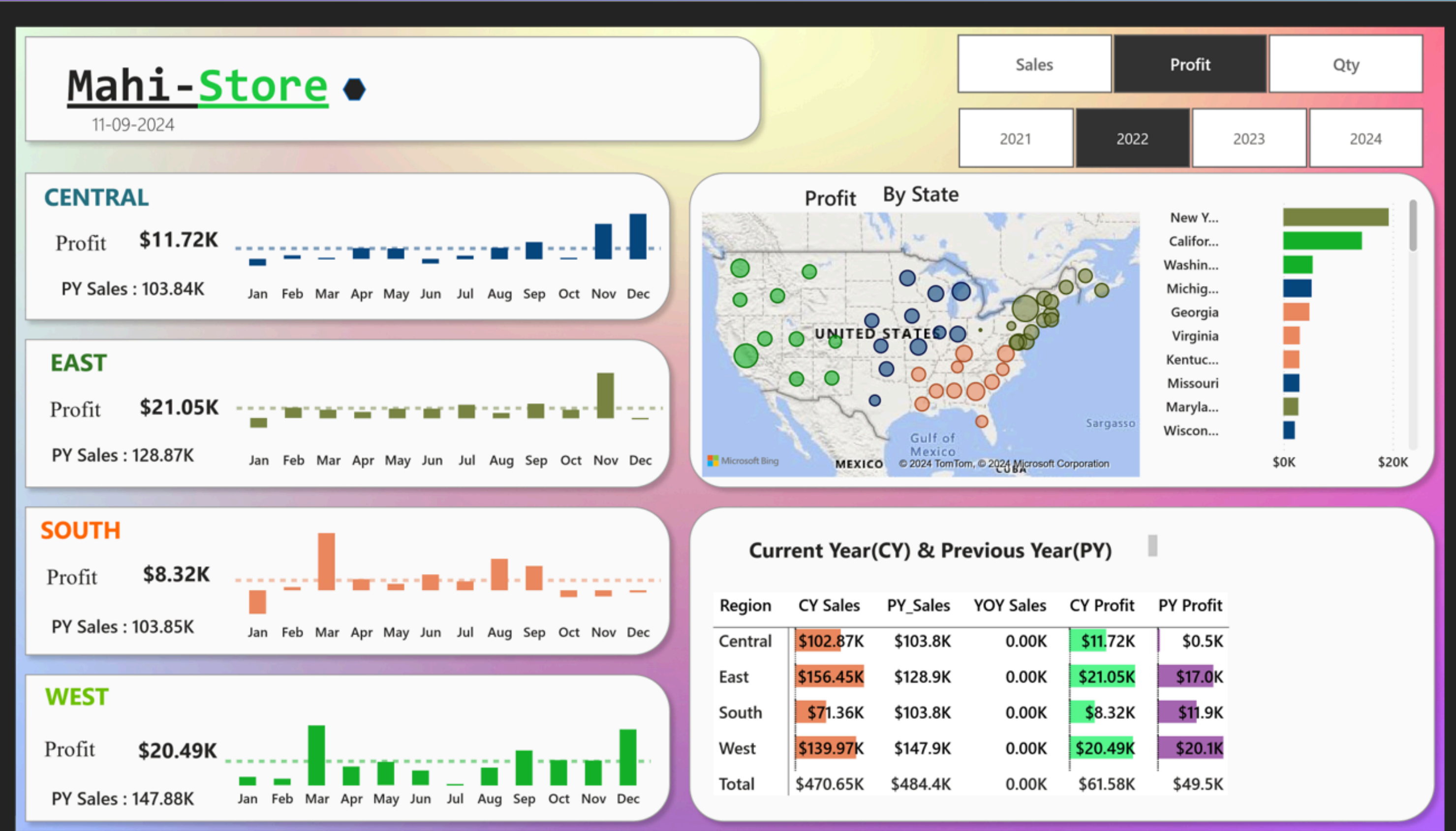


CREATE A TABLE/GRID TO DISPLAY KEY METRICS FOR BOTH CURRENT AND PREVIOUS YEARS. THE TABLE SHOULD INCLUDE THE FOLLOWING COLUMNS:

- **CY Sales: Current Year Sales**
- **PY Sales: Previous Year Sales**
- **YoY Sales: Year-over-Year Sales growth or decline**
- **CY Profit: Current Year Profit**
- **PY Profit: Previous Year Profit**
- **YoY Profit: Year-over-Year Profit growth or decline**
- **CY Qty: Current Year Quantity**
- **PY Qty: Previous Year Quantity**
- **YoY Qty: Year-over-Year Quantity growth or decline**

# Dashboard

To Know more go to my Github



# THANK YOU

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