Sales Dashboard in PowerBI

A concise overview of a financial sales dashboard created in PowerBI, highlighting objectives, KPIs, dashboard features, and key business insights derived from the analysis.

Dataset Info

Data Source

Sales and financial data extracted from company databases, including transaction records, regional performance, and product categories.

Time Frame

Data spans 2020-2023, enabling year-over-year trend analysis and seasonal performance evaluation.

Cleaning Process

Removed duplicates, handled missing values, and standardized formats to ensure accuracy in visualizations.

Objective of Dashboard

1 Performance Tracking

Monitor sales, revenue, and profitability across regions and product lines in real-time.

2 Decision Support

Provide actionable insights to optimize inventory, pricing, and marketing strategies.

3 Visual Clarity

Simplify complex financial metrics into interactive charts and tables for stakeholders.

KPIs Used

Revenue Growth

Percentage increase in total sales revenue compared to previous periods.

1

Profit Margin

Net profit as a percentage of total revenue, highlighting profitability efficiency.
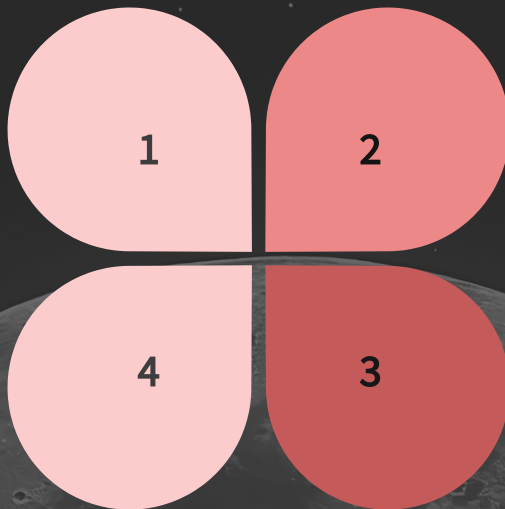
2

Top Products

Revenue and units sold for best-selling products, aiding inventory planning.

4

Regional Contribution

Breakdown of sales by region to identify high/low-performing areas.

3

Final Dashboard Screenshot

The final dashboard screenshot showcases a comprehensive view with summary KPIs, interactive filters, and various visual elements to analyze sales trends, regional splits, and granular data.

Layout Overview

Main page displays summary KPIs, with tabs for regional, product, and time-based drill-downs.

Interactive Filters

Dropdowns for time periods, regions, and product categories to customize views.

Visual Elements

Bar charts for sales trends, pie charts for regional splits, and tables for granular data.

Business Insights

15%

Profit Gaps

Profits are 15% lower in the West region due to higher logistics costs and lower pricing power.

40%

Seasonal Trends

Q4 sales surge by 40% annually, driven by holiday promotions and year-end discounts.

50%

Product Performance

Electronics contribute 50% of revenue but only 35% of profits due to thin margins.

Recommendations

Cost Review

Audit supply chain costs in the West region to align with other high-profit areas.

Promotion Strategy

Leverage Q4 success by testing similar campaigns in slower quarters.

Product Mix

Focus on higher-margin accessories alongside electronics to boost overall profitability.

THANK YOU