

Sales Overview Dashboard

A comprehensive analysis of sales performance

Dashboard Overview

- The Sales Overview Dashboard provides insights into sales performance across different regions.
- The dashboard includes various metrics such as sales, profit, and quantity.
- Different sections offer detailed views of sales by region and state

Sales by Region

- The dashboard shows sales data for regions such as Central, East, South, and West.
- Each region's performance is compared for the current year (CY) and the previous year (PY).
- Year-over-year (YoY) changes are calculated to track growth or decline.

Sales by State

- Sales data is visualized using a map of the United States.
- Colored circles represent sales figures for each state.
- A bar chart displays sales figures for the top-performing states.

Current Year (CY) & Previous Year (PY) Metrics

- The dashboard summarizes key metrics for each region.
- Metrics include CY Sales, PY Sales, YoY Sales, CY Profit, PY Profit, YoY Profit, CY Qty, and PY Qty.
- YoY calculations help identify trends and performance over time

DAX Formula: CY Sales

```
1 Cy Sales =  
2 VAR SelectedYear = SELECTEDVALUE('Calender Table'[Year])  
3 VAR CurrentYearSales = CALCULATE([Total sales], 'Calender Table'[Year] = SelectedYear)  
4 RETURN CurrentYearSales
```

Description:

- **Purpose:** Calculates the total sales amount for the current year.
- **Usage:** Provides the basis for comparing sales performance year-over-year.

DAX Formulas - PY Sales

```
1 Py Sales =  
2 VAR SelectedYear = SELECTEDVALUE('Calender Table'[Year])  
3 VAR PreviousYearSales = CALCULATE([Total sales], 'Calender Table'[Year] = SelectedYear -1)  
4 RETURN  
5 IF(ISBLANK(PreviousYearSales), "0",PreviousYearSales)
```

Description:

- **Purpose:** Calculates the total sales amount for the previous year.
- **Usage:** Allows for comparison with current year sales to evaluate growth.

DAX Formula: YoY Sales

```
1 YoY Sales =
2     VAR Currentyearsales = [Cy Sales]
3     VAR Previousyearsales = [Py Sales]
4     VAR YoYChange =
5         IF(
6             ISBLANK(Previousyearsales) || Previousyearsales = 0,
7             0,
8             DIVIDE(Currentyearsales - Previousyearsales, Previousyearsales)
9         )
10    VAR PRINT =
11        IF( YoYChange = 0, "0%", IF( YoYChange > 0, UNICHAR(9650) & " " & FORMAT(YoYChange, "0%"), UNICHAR(9660) & " " & FORMAT(YoYChange, "0%") ) )
12    RETURN PRINT
```

- **Description**
- **Purpose:** Calculates the year-over-year sales growth percentage.
- **Usage:** Indicates the performance trend and growth rate compared to the previous year.

PROFIT AND QUANTITY

- The profit and quantities in the dashboard were calculated by the **same** formulae used for the sales calculations.

Conclusion

- The Sales Overview Dashboard is an invaluable tool for analyzing sales performance across different regions and states.
- By leveraging key metrics and DAX formulas, the dashboard provides insights into current and past sales, profit, and quantity.
- The year-over-year comparisons help in understanding trends, identifying growth opportunities, and making informed business decisions.
- The detailed analysis aids in strategizing and enhancing overall sales performance.

SALES OVERVIEW DASHBOARD | By Region

Date Range : 01-01-2024 to 30-12-2024

Select Measure

Sales

Profit

Quantity

Select Year

2021

2022

2023

2024

Central

Sales

\$147.10K

PY Sales:147.43K



East

Sales

\$213.82K

PY Sales:181.34K



South

Sales

\$122.91K

PY Sales:93.61K



West

Sales

\$250.13K

PY Sales:187.48K



Sales By State



Current Year (CY) & Previous Year (PY) Metrics

The total for YoY is the average of all the values for the region. When we select 2021 as the slicer button, there is no data for the previous year in the dataset, which results in "No Data" being displayed for P Y.

Region	Cy Sales	Py Sales	YoY Sales	Cy Profit	Py Profit	YoY Profit	Cy Qty	Py Qty	YoY Qty
West	2,50,128.37	1,87,480.18	▲ 33%	43,808.96	24,051.61	▲ 82%	4270	3025	▲ 41%
East	2,13,816.00	1,81,341.54	▲ 18%	33,375.13	20,263.54	▲ 65%	3450	2872	▲ 20%
Central	1,47,098.13	1,47,429.38	▼ 0%	7,550.84	19,899.16	▼ -62%	2880	2359	▲ 22%
South	1,22,905.86	93,610.22	▲ 31%	8,848.91	17,702.81	▼ -50%	1915	1614	▲ 19%
Total	7,33,948.35	6,09,861.32	▲ 20%	93,583.84	81,917.12	▲ 14%	12515	9870	▲ 27%