🚀 Day 2: Let’s jump into the Ocean of Sales Performance using Power BI!  
  
Today, I’d like to present the second page of Power BI Dashboard – Sales Performance.   
This page is related to the ways in which every product, segment and country contributes to the overall sales.   
Here’s what I’ve included:  
  
Continuation of sales chart and performance graph.  
Treemap:   
This report shows Sales Distribution by Product so that one can quickly find out how well their products are selling.  
Clustered Column Chart:   
To the left side of the screen, we have Gross Sales by Product and on the right side, Gross Sales by Segment, ideal for easy viewing of superior segments.  
Line and Clustered Column Chart:   
This view includes both Sales and Units Sold making the country comparison perspective two fold.  
Stacked Bar Chart:   
Emphasises the Sales Distribution by Segment across various Countries so as to provide information as which segments are dominant in which country.  
🎯 Interactive Filters  
To make the analysis more dynamic, I’ve included several interactive features:  
Slicers:   
Specify year, month, segment, country or product level to get a bit closer to what can be seen on detailed level.  
Drill-Through:   
I’ve included drill-down options wherever you would like to be taken directly to a segment or product: simply click on it to view a segment or product analysis.  
Thus, this page allows stakeholders familiarize themselves with both the general concept and the specific steps because it makes such an approach more comprehensible.  
  
💬 Do you like this setting? Any other visual or other views to convey?  
  
It’s fascinating to see how the Dashboard transforms from a functional tool to Business Intelligence when PowerBI and Data Visualization is applied to track Sales Performance.   
#PowerBI #DataVisualization #ProfitAnalysis #BusinessIntelligence #MyDashboardJourney

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**🚀 Day 3: Deep Dive into Profit Analysis with Power BI!**

Today, I’m excited to share the third page of my Power BI dashboard, dedicated to **Profit Analysis**. This page is designed to give a comprehensive view of how different factors contribute to overall profitability. Here’s what I’ve included:

**🔍 Page 3: Profit Analysis**

* **Stacked Area Chart**: This visual shows the **Cumulative Profit over time by Segment**, allowing us to track how different segments have contributed to the overall profit growth.
* **Waterfall Chart**: A detailed **Profit Breakdown**, starting from Gross Sales and showing the impact of discounts, COGS, and other factors leading to Net Profit. This is perfect for understanding the financial flow and identifying key profit drivers.
* **Scatter Plot**: This visual explores the **Relationship between Discounts and Profit**. It helps in identifying how different levels of discounts are impacting the bottom line.

**🎯 Interactive Filters & Tooltips**

To make the analysis more dynamic and insightful:

* **Slicers**: I’ve added slicers for **Year, Month, Segment, Country, and Product** to easily filter and focus on specific time periods or categories.
* **Tooltips**: Enhanced tooltips provide additional context, showing details like **Gross Sales, COGS,** and **Discount amounts** when hovering over data points in the visuals.

This page is crucial for understanding the financial health of the business, helping to identify areas of strength and opportunities for improvement.

💬 **Would love to hear your thoughts on this setup! How do you approach profit analysis in your projects?**

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