🚀 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?**

#PowerBI #DataVisualization #ProfitAnalysis #BusinessIntelligence #MyDashboardJourney

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🚀 Day 4: Discount Analysis in Power BI!  
Today’s focus is on Discount Analysis, a critical aspect of performance review. Understanding the effect of discounts on sales and profit helps in making strategic pricing decisions.  
Page 4: Discount Analysis showcases:  
📊 Stacked Bar Chart – Visualizing the relationship between Discount Bands and Sales/Profit.  
🔍 Scatter Plot – Exploring the correlation between Discount Bands and Units Sold.  
📈 Line Chart – Monitoring the trend of average discounts over time to spot seasonal patterns.  
💡 Matrix Visualization – A detailed view of Discounts, Sales, and Profit by Product and Segment.  
Interactive Features:  
Slicers for Year, Month, Segment, Country, and Discount Band.  
Selecting a Discount Band dynamically highlights relevant sales and profit data.  
Stay tuned for the next update as I dive deeper into performance analysis with Power BI!  
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**🌍 Day 5: Geographical Analysis in Power BI!**

Today, I’m excited to share insights from my **Geographical Analysis** page in Power BI. Visualizing sales performance across countries helps to pinpoint regional trends and opportunities.

**Page 5: Geographical Analysis** features:  
🗺️ **Filled Map** – A clear view of **Sales and Profit by Country**, showing how different regions are performing.  
📊 **Bubble Map** – Displays **Units Sold by Country** where the bubble size indicates sales volume.  
📉 **Clustered Bar Chart** – A detailed comparison of **Sales and Profit** by country, highlighting top-performing markets.  
🔥 **Heat Map** – Regional performance based on available granular data for deeper insights.

**Interactive Features**:

* **Slicers**: Year, Segment, Product, and Discount Band for custom filtering.
* Click on a country to filter the rest of the visuals and see **segment/product-specific data** for that region.

This brings a geographical perspective to business performance, which is vital for global strategy!

#PowerBI #GeographicalAnalysis #DataVisualization #DataAnalytics #DashboardDesign #BusinessIntelligence

🚀 **Day 6: Time Analysis with Power BI!** ⏳

Today’s focus is on understanding how sales, profit, and units sold evolve over time. The **Time Analysis** page of my Power BI dashboard is designed to track performance trends and make historical comparisons.

🔍 **Page 6: Time Analysis** Here’s what I’ve included:

1️⃣ **Line Chart**: Displays **Monthly Sales, Profit, and Units Sold** for the selected year, making it easy to track key metrics month by month.

2️⃣ **Clustered Column Chart**: Provides a **Yearly comparison of Gross Sales and Profit**, allowing stakeholders to assess growth trends and overall profitability year over year.

3️⃣ **Area Chart**: Shows the **Cumulative Sales over the year**, broken down by month, which helps visualize the overall growth trajectory.

4️⃣ **Calendar Heatmap**: Color-coded by volume or profit, this visual shows **Sales by Date**, making it easy to identify high and low performing days.

🎯 **Interactive Features:**

* **Slicers**: Filter the data by **Year, Month, Segment, Country, Product** to analyze time-based performance at a more granular level.

This page is essential for recognizing seasonal patterns, identifying growth opportunities, and assessing how various factors affect performance over time.

💬 How do you approach time-based analysis in your dashboards? Would love to hear your thoughts!

#PowerBI #DataVisualization #TimeAnalysis #DashboardDesign #BusinessIntelligence #MyDashboardJourney #DataScience

🚀 **Day 7: Segment Performance with Power BI!**

Today, I’m excited to present the **Segment Performance** page of my Power BI dashboard. This page dives deep into how each segment contributes to overall business metrics like sales, profit, and units sold. Here's what I've designed:

🔍 **Page 7: Segment Performance**

* **Treemap**: Visualizes **Sales Distribution by Segment**, helping us quickly see which segments are driving the most revenue.
* **Stacked Bar Chart**: Shows **Profit by Segment**, offering insights into which segments are contributing most to the bottom line.
* **Clustered Column Chart**: Compares **Sales, Profit, and Units Sold** across different segments, providing a clear view of segment performance.
* **Line Chart**: Displays the **Sales Trend** over time for each segment, making it easy to track growth and performance.

🎯 **Interactive Features:**

* **Slicers**: For easy filtering by **Year, Month, Country, Product** to focus on specific details.
* **Drill-Through**: I’ve enabled drill-through functionality, allowing us to explore **Product Performance** for detailed insights within each segment. Right-click on a segment to dive deeper into individual product performance!

This page is perfect for stakeholders looking to understand the performance of various business segments at a high level and easily drill down into specifics when needed.

💬 What do you think of this layout? How do you handle segment performance in your analysis?

Stay tuned for more insights as I continue developing this dashboard!

#PowerBI #SegmentAnalysis #DataVisualization #BusinessIntelligence #DashboardDesign #MyDashboardJourney #DataScience