

FINANCIAL DASHBOARD

25 September 2025



PROBLEM STATEMENT

- 01 To analyze financial data and provide actionable insights for business stakeholders.**
- 02 To perform time series analysis (TSA) of sales across different time periods.**
- 03 To build a sales forecast model using Power BI's analytics features.**
- 04 To design an interactive dashboard with KPIs, slicers, and filters for dynamic exploration.**

SOLUTION APPROACH

- **Power BI was chosen for its interactive visualization, data modeling, and forecasting capabilities.**
- **Imported and cleaned financial data.**
- **Ensured proper date formatting for time series analysis.**
- **Built KPI Cards for analysing the key indicators .**
- **Designed Time Series Line Charts .**
- **Added slicers easy interactivity.**

FINANCIAL DASHBOARD

Year

2013

2014

Month

All

Product

Amarilla

Carretera

Montana

Paseo

Velo

VTT

Sales

118.73M

Profit

16.89M

Quality

1.13M

COGS

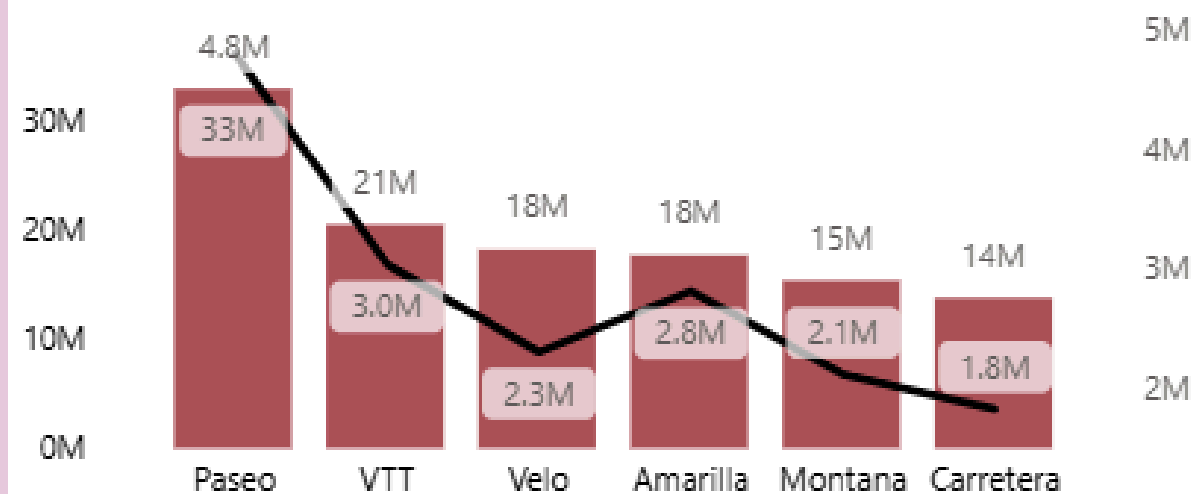
101.83M

Product

700

Total Sales by Total Profit by Product

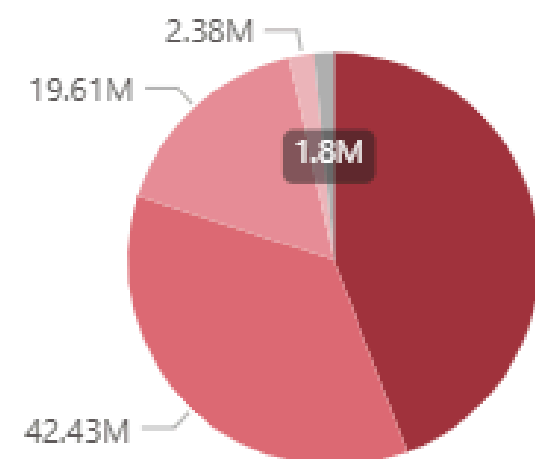
Sum of Sales Sum of Profit



Total Sales by Segment

Segment

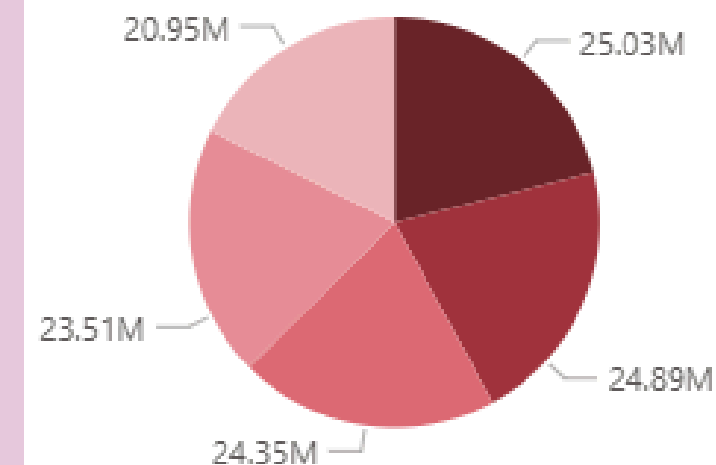
- Government
- Small Business
- Enterprise
- Midmarket
- Channel Partn...



Total Sales by Country

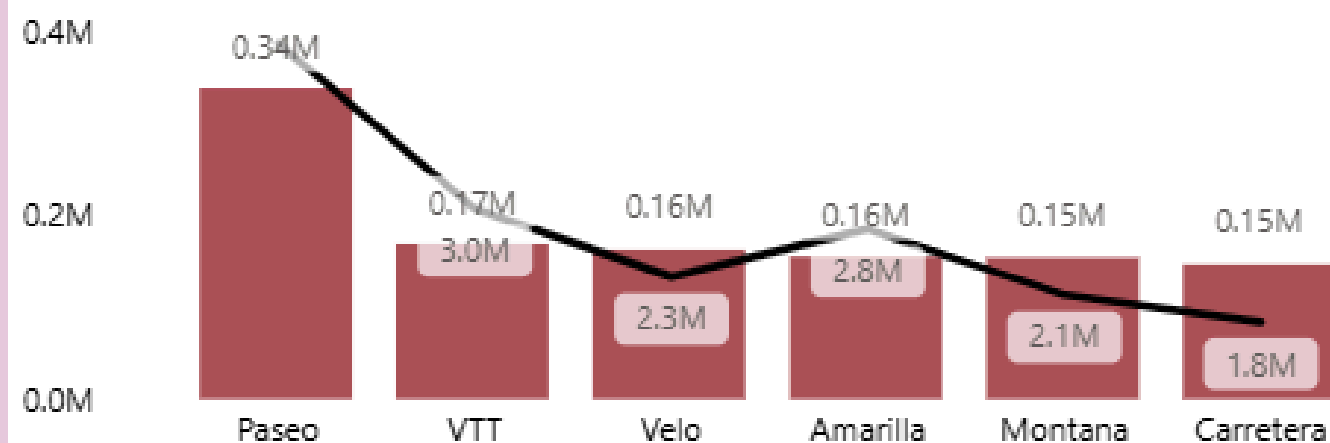
Country

- United States ...
- Canada
- France
- Germany
- Mexico

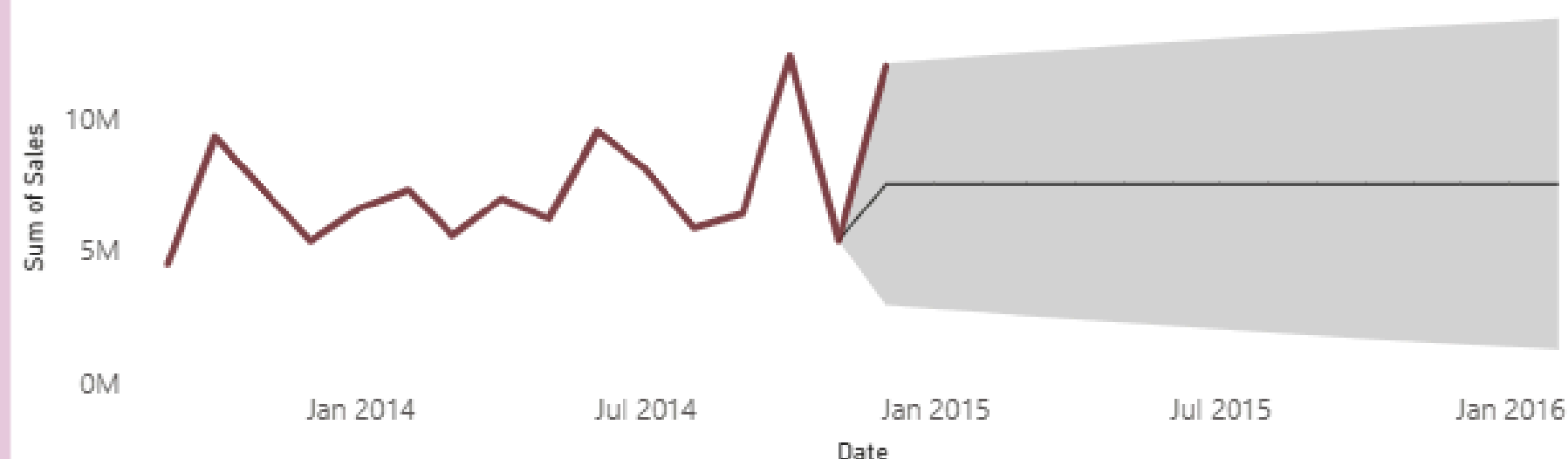


Total Unit Sold by Total Profit by Product

Sum of Units Sold Sum of Profit



Sales Forecast - 15 Days



FEATURES OF THE DASHBOARD

- **The Following Visuals were created:**
- A bunch of card visuals were placed to show the values of important KPI's :
 - 1.Total Sales
 - 2.Total Profit
 - 3.Total Quality
 - 4.COGS
 - 5.Product
- **Total Sales by Total Profit by product**
- **Total Unit Sold by Total Profit by Product**

FEATURES OF THE DASHBOARD

- Total sales by segment
- Total Sales by Country
- Sales Forecast-15 Days

Slicers were added to the dashboard for better interactivity

- **Year**
- **Month**
- **Product**

OUTCOMES

- **The following are some important business insights derived from the financial dashboard:**
 - The Product Paseo has more sales in the year 2014 and Total sales are more in 2014 when compared to 2013
 - Total Products are 700
 - Total Sale in government segment is more in the year 2013 and 2014
 - Total sale in Germany is more in 2013 and Total Sale in US is more in 2013
 - Total sales by product in the year 2013 is more for velo least for carretera and sum of profit by product less compared to total sales for velo but more for paseo vtt and Amarilla
 - Total Unit sold by product is more for paseo and least for carretera. sum of profit is less for paseo and montana and carretera for 2013
 - Sales Forecast for 15 days is done using line chart with 95% Confidence Interval

THANK YOU

