Key Performance Indicators (KPIs) for Power BI Sales Dashboard:

1. Total Sales Revenue: The total revenue generated from sales over a specific period, providing an overall snapshot of sales performance.
2. Sales Growth Rate: The percentage increase or decrease in sales revenue compared to a previous period, indicating the growth or decline in sales.
3. Conversion Rate: The percentage of leads or prospects that convert into actual sales, measuring the effectiveness of the sales process.
4. Average Deal Size: The average value of individual sales transactions, helping to identify trends in customer purchasing behaviour and the profitability of deals.
5. Sales Pipeline Value: The total value of potential sales opportunities in the sales pipeline, indicating the potential revenue that can be generated in the future.
6. Sales by Region: Breakdown of sales revenue by different geographical regions, enabling analysis of regional sales performance and identifying areas of opportunity or underperformance.
7. Sales by Product Category: Analysis of sales revenue by different product categories, providing insights into the popularity and profitability of different product lines.
8. Sales by Customer Segment: Breakdown of sales revenue by customer segments, such as new customers, existing customers, or high-value customers, helping to identify the most profitable customer groups.
9. Sales by Sales Representative: Individual sales performance metrics, including revenue generated, deals closed, and conversion rates, allowing comparison and recognition of top-performing sales representatives.
10. Sales by Time Period: Analysis of sales revenue by different time periods, such as monthly, quarterly, or yearly, providing insights into sales trends, seasonality, and overall performance over time.
11. Sales Forecast Accuracy: Comparison of actual sales performance with forecasted sales, evaluating the accuracy of sales forecasting methods and identifying areas for improvement.
12. Customer Lifetime Value (CLV): The projected revenue that a customer is expected to generate over their lifetime as a customer, helping to identify high-value customers and prioritize retention efforts.
13. Customer Acquisition Cost (CAC): The cost associated with acquiring a new customer, allowing evaluation of the effectiveness and efficiency of sales and marketing efforts.
14. Customer Churn Rate: The rate at which customers stop doing business with the company, indicating customer satisfaction and the need for customer retention strategies.
15. Average Sales Cycle Length: The average time it takes for a lead to convert into a sale, helping to identify bottlenecks and optimize the sales process for faster deal closure.

These KPIs can provide valuable insights into sales performance, identify areas of improvement, and support data-driven decision-making for sales strategy and resource allocation.