

Power BI Dashboard Layout





Main Dashboard Sections:

1. Sales Performance Overview
 2. Profitability & Discount Impact
 3. Customer Segmentation & Insights
 4. Regional Performance Analysis
 5. Inventory & Stock Management
-

Dashboard Visuals & Design

1 . Sales Performance Overview

KPIs (Card Visuals):

-  **Total Sales** (SUM of Sales Amount)
-  **Total Profit** (SUM of Profit)
-  **Total Orders** (COUNT of Order ID)
-  **Average Order Value (AOV)**

Trend Analysis (Line Chart)

- **X-Axis:** Order Date (Month-Year)
- **Y-Axis:** Total Sales
- **Insights:** Identify peak sales months, growth trends

Category Contribution (Stacked Column Chart)

- **X-Axis:** Product Category
 - **Y-Axis:** Total Sales
 - **Legend:** Profit Margin %
-

2. Profitability & Discount Impact

Profit by Category (Bar Chart)

- **X-Axis:** Profit Margin %
- **Y-Axis:** Product Categories

Discount vs Profit (Scatter Plot with Trendline)

- **X-Axis:** Discount %
- **Y-Axis:** Profit
- **Insights:** Find discount threshold beyond which profits drop

✓ **Top 5 Most & Least Profitable Products (Table Visual)**

3. Customer Segmentation & Insights

- ✓ **Top 10 Customers by Total Purchase (Table with Conditional Formatting)**
 - ✓ **Customer Retention & Purchase Frequency (Gauge Visual)**
 - ✓ **Customer Segment Contribution (Pie Chart - Business, Consumer, Home Office)**
 - ✓ **Repeat Purchase Rate (KPI with DAX Measure)**
-

4. Regional Performance Analysis

- ✓ **Sales by Region (Map Visual with Color Gradient on Sales Volume)**
 - ✓ **Average Order Value by Region (Bar Chart with AOV Metric)**
 - ✓ **Regional Churn Rate (KPI with Customer Retention % by Region)**
-

5. Inventory & Stock Management

- ✓ **Low-Selling Products (Table with Conditional Formatting: Red = Slow-Moving, Green = High Demand)**
 - ✓ **Stock Availability vs Sales Demand (Dual Axis Line Chart - Stock vs Orders)**
 - ✓ **Products Frequently Out of Stock (Clustered Column Chart with Stock-Out Frequency)**
-

✂ Power BI Dashboard Implementation

📌 1. Data Preparation

- ✓ Load dataset into **Power BI**
- ✓ Create **Date Table** using:

DAX

DateTable = CALENDAR(MIN(SalesData[Order Date]), MAX(SalesData[Order Date]))

- ✓ Ensure correct **data types & relationships**

📌 2. DAX Calculations for KPIs

- ✓ **Total Sales:**

DAX

Total Sales = SUM(SalesData[Sales Amount])

✓ **Total Profit:**

DAX

Total Profit = SUM(SalesData[Profit])

✓ **Profit Margin %:**

DAX

Profit Margin % = DIVIDE(SUM(SalesData[Profit]), SUM(SalesData[Sales Amount]), 0) * 100

✓ **Repeat Purchase Rate:**

DAX

Repeat Purchase Rate = DIVIDE(COUNTROWS(SalesData), DISTINCTCOUNT(SalesData[Customer ID]))

✓ **Low-Selling Products:**

DAX

Low Selling Products = IF(SUM(SalesData[Quantity]) < 50, "Low-Selling", "High-Selling")

🧠 **Power BI Dashboard Design Best Practices**

✓ **Use Consistent Colors:**

- Sales = **Blue**
- Profit = **Green**
- Discounts = **Red**

✓ **Minimalist Layout:** KPIs on top, visuals below

✓ **Interactive Filters:** Date, Region, Product Category, Customer Segment

✓ **Conditional Formatting:** Highlight negative profit items in red