

Sales Dashboard Report

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Task Summary

This task involves creating an interactive sales dashboard using Power BI from a given dataset. The main objectives are:

- Clean and prepare the data
- Calculate necessary measures like Sales and Profit
- Build visualizations to extract insights
- Add filters/slicers to make the dashboard interactive

Key Insights

- The North region has the highest total sales.
- Electronics and Furniture are the top performing categories.
- Most revenue is generated in early months of 2023.
- Returning customers show consistent performance across all regions.

Explanation of Charts

1. Pie Chart (Sales by Region): Displays percentage share of sales by each region.
2. Line Chart (Sales over Month-Year): Shows trend of total sales across time.
3. Bar Chart (Sales by Region): Compares absolute sales amount across regions.
4. Donut Chart (Sales by Product Category): Highlights which product categories contribute most to revenue.
5. Slicer (Customer Type and Region): Lets users filter visuals by customer type and region dynamically.

Dashboard Screenshot

