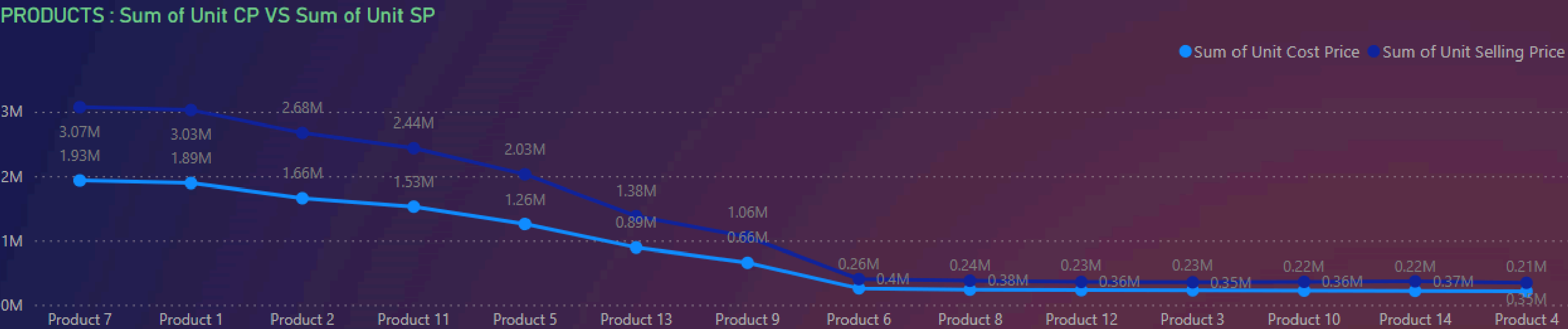# JovianX Sales Dashboard

This Power BI project is designed to deliver comprehensive insights into the sales and profit dynamics of **JovianX**. This interactive dashboard provides a detailed analysis of the company's product performance, offering a clear view of sales trends, profitability, and key metrics.

JovianX is a leading provider of raw products that are integral to the heavy industries shaping our modern world. With our commitment to quality and innovation, we supply top-tier metals, minerals, and advanced materials essential for sectors including construction, automotive, aerospace, and energy.

Project Overview:
Sales Performance Analysis: Examine sales trends across different product lines, regions, and time periods. Understand which products are driving revenue and identify seasonal patterns or market shifts.
Profitability Metrics: Assess the profit margins and overall profitability of each product. Analyze cost structures and revenue contributions to pinpoint high-performing and underperforming products.

Objectives:
Enhance Visibility: Provide a clear and comprehensive view of sales and profit metrics, enabling stakeholders to quickly assess product performance.
Support Strategic Planning: Offer data-driven insights to inform business strategies, optimize product portfolios, and drive revenue growth.
Improve Decision-Making: Equip decision-makers with real-time data and interactive tools to make informed choices and respond effectively to market changes.

PRODUCTS : Sum of Unit CP VS Sum of Unit SP

Legend: ● Sum of Unit Cost Price ● Sum of Unit Selling Price

Product	Sum of Unit Selling Price	Sum of Unit Cost Price
Product 7	3.07M	1.93M
Product 1	3.03M	1.89M
Product 2	2.68M	1.66M
Product 11	2.44M	1.53M
Product 5	2.03M	1.26M
Product 13	1.38M	0.89M
Product 9	1.06M	0.66M
Product 6	0.26M	0.4M
Product 8	0.24M	0.38M
Product 12	0.23M	0.36M
Product 3	0.23M	0.35M
Product 10	0.22M	0.36M
Product 14	0.22M	0.37M
Product 4	0.21M	0.35M

JovianX Sales Dashboard

Products Sold	Sales	Profit	Profit Margin	Date	City	Product	Channel
23K	53.46M	19.79M	37.01%	2018	All	All	All

Sales CY vs Sales PY by PRODUCT NAME

● Sales ● Sales PY

10M
5M
0M

- Product 1: 9.1M / 8.2M
- Product 7: 8.7M / 8.7M
- Product 2: 8.0M / 8.4M
- Product 11: 6.9M / 7.2M
- Product 5: 5.8M / 5.8M
- Product 13: 4.6M / 3.9M
- Product 9: 3.2M / 3.0M
- Product 10: 1.3M / 0.7M
- Product 6: 1.3M / 0.9M
- Product 8: 1.3M / 1.1M
- Product 14: 1.2M / 1.0M
- Product 12: 1.0M / 1.3M
- Product 4: 0.9M / 0.9M
- Product 3: 0.9M
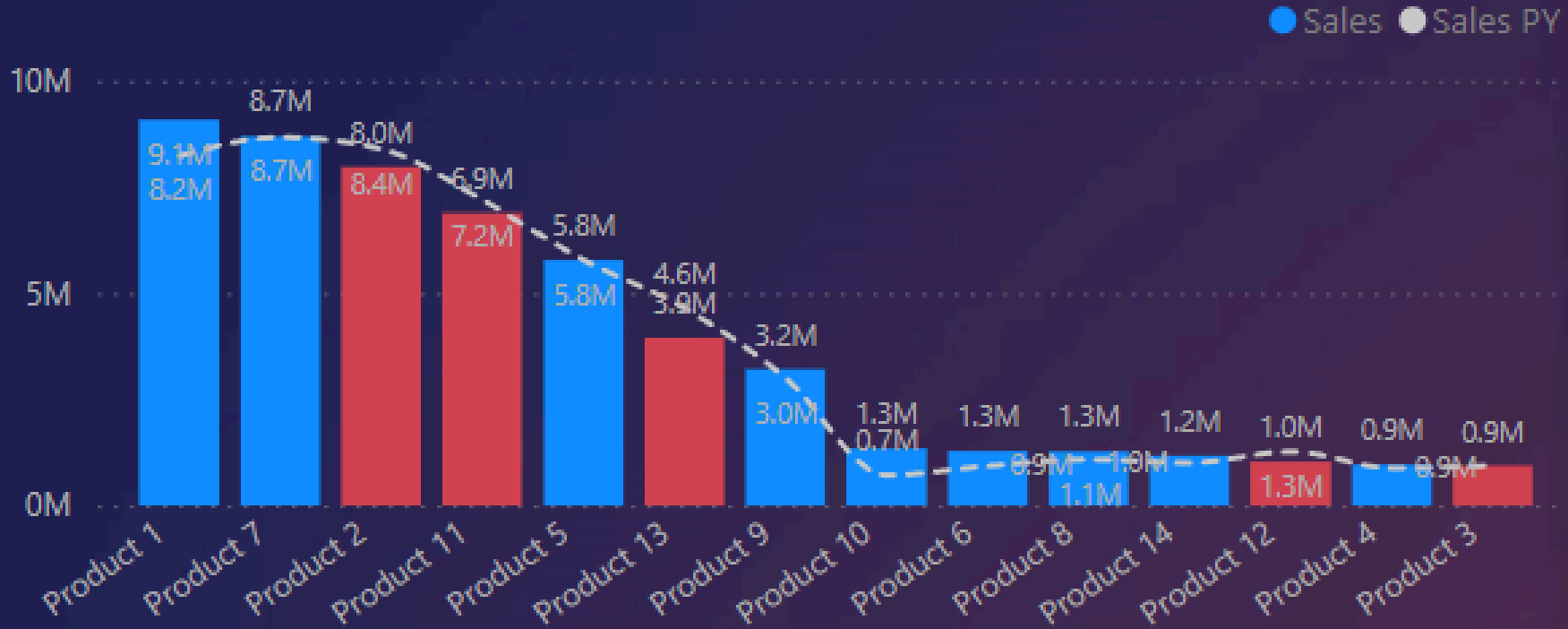
Profit CY and Profit PY by CHANNEL
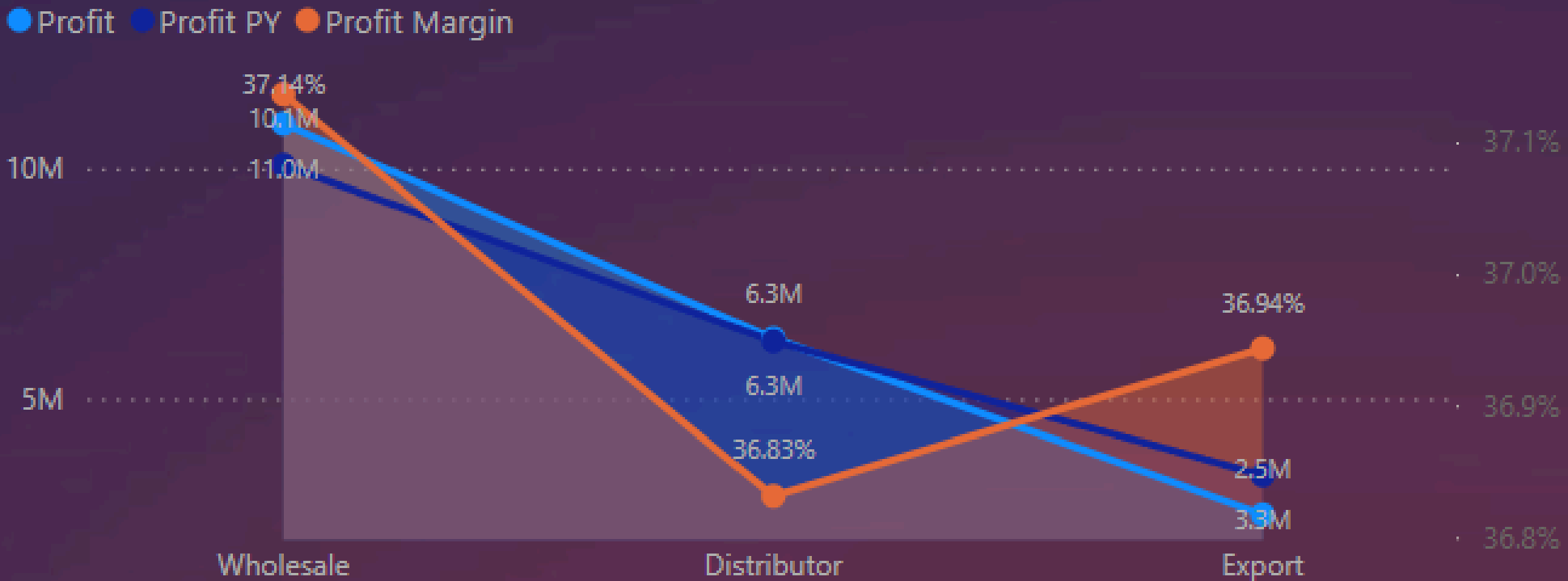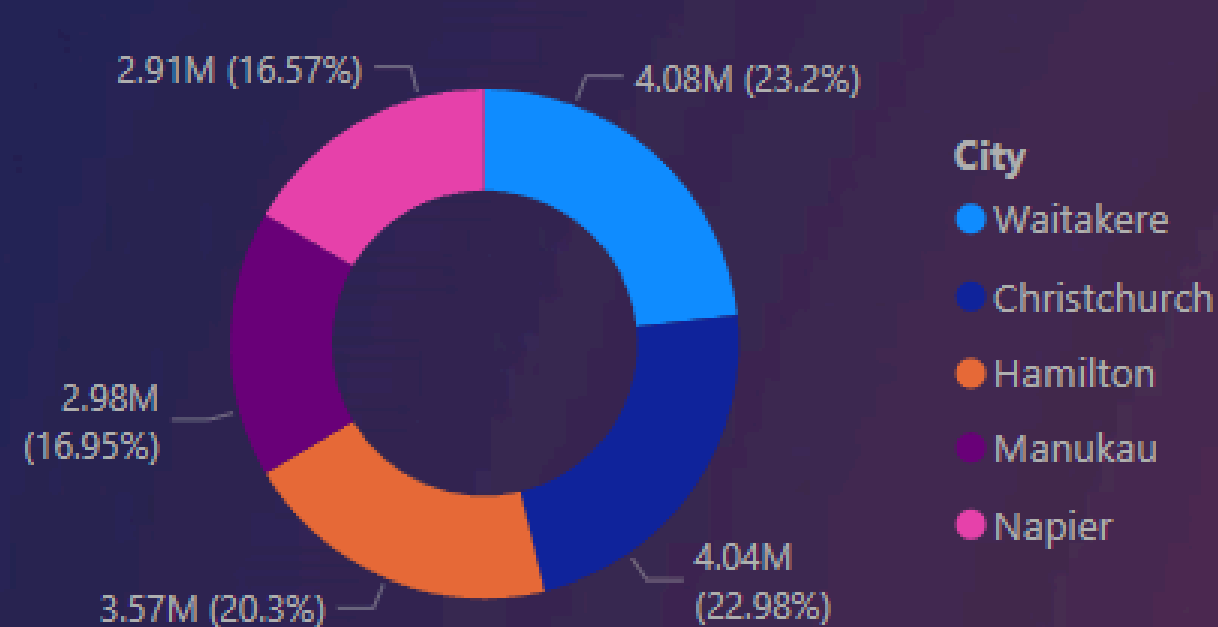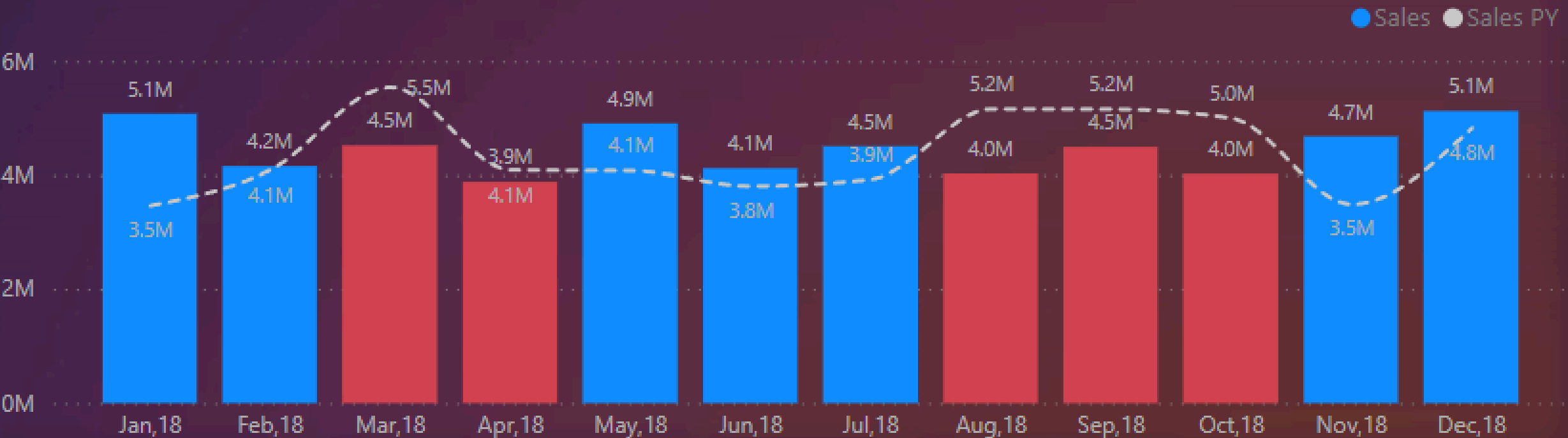
● Profit ● Profit PY ● Profit Margin

10M
5M

- Wholesale: 37.14%, 10.1M, 11.0M
- Distributor: 6.3M, 6.3M, 36.83%
- Export: 36.94%, 2.5M, 3.3M

37.1%
37.0%
36.9%
36.8%

Sales by CITY

- 4.08M (23.2%)
- 2.91M (16.57%)
- 2.98M (16.95%)
- 3.57M (20.3%)
- 4.04M (22.98%)

City
- ● Waitakere
- ● Christchurch
- ● Hamilton
- ● Manukau
- ● Napier

Sales CY vs Sales PY by MONTH

● Sales ● Sales PY

6M
4M
2M
0M

- Jan,18: 5.1M / 3.5M
- Feb,18: 4.2M / 4.1M
- Mar,18: 4.5M / 5.5M
- Apr,18: 3.9M / 4.1M
- May,18: 4.9M / 4.1M
- Jun,18: 4.1M / 3.8M
- Jul,18: 4.5M / 3.9M
- Aug,18: 5.2M / 4.0M
- Sep,18: 5.2M / 4.5M
- Oct,18: 5.0M / 4.0M
- Nov,18: 4.7M / 3.5M
- Dec,18: 5.1M / 4.8M

JovianX Sales Dashboard

Products Sold	Sales	Profit	Profit Margin	Date	City	Product	Channel
23K	53.46M	19.79M	37.01%	2018	All	All	All

Profit by CITY

- 1.50M (22.86%) — Christchurch
- 1.49M (22.73%) — Waitakere
- 1.38M (21.05%) — Hamilton
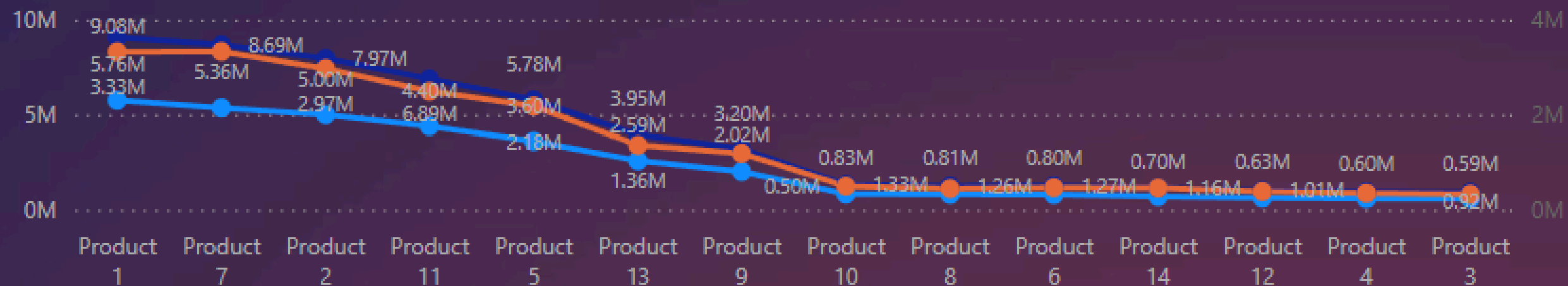- 1.12M (17.17%) — Manukau
- 1.06M (16.2%) — Napier
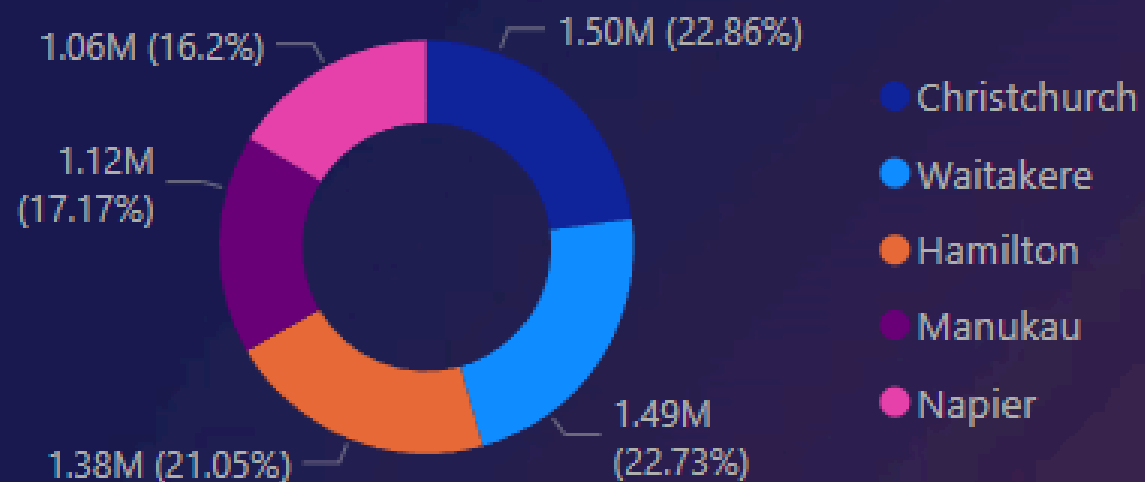
Total Cost and Total Sales by PRODUCTS

● Sum of Total Cost ● Sum of Total Sales ● Profit

Sales and Sales PY by CUSTOMER NAMES

● Sales ● Sales PY