

Sales Dashboard of Tech Company (2020 - 2022)

Power BI Analysis

March 2025

1 Introduction

This document provides an analysis of the Sales Dashboard for a Tech Company, covering data from 2020 to 2022. The dashboard visualizes sales performance, key performance indicators (KPIs), and insights from different business metrics.

2 Dashboard Components

2.1 Supervisor Section

This section shows the sales supervisors. It helps track responsibilities and performance.

2.2 Total Quantity by Category

Chart Type: Bar Chart

X-Axis: Product Categories (e.g., Monitor, Mouse, CPU, etc.)

Y-Axis: Total Quantity Sold

Legend: Sales Status (Delivered, Order, Processing, Shipped)

Goal: Understand the demand for different product categories.

2.3 Sum of Sales by State

Chart Type: Map Visualization

Goal: Show geographical distribution of sales.

Insights: Identify high-sales regions and market expansion opportunities.

2.4 Total Sales by Brand

Chart Type: Pie Chart

Goal: Understand the market share of different brands.

Legend: Brands such as Intel, Samsung, Dell, Nvidia, etc.

Insights: Identify top-performing brands contributing to revenue.

3 Key Performance Indicators (KPIs)

Total Sales: 99M

Total Cost: 76M

Total Quantity Sold: 13K

Transactions: 5095

Total Profit: 23M

4 Conclusion

This Power BI dashboard effectively visualizes the tech company's sales performance. Leveraging different graphs and KPIs provides actionable insights for decision-makers in a concise format.