

Adventure Interactive Sales Performance Dashboard

Interactive Business Intelligence
Dashboard using Power BI

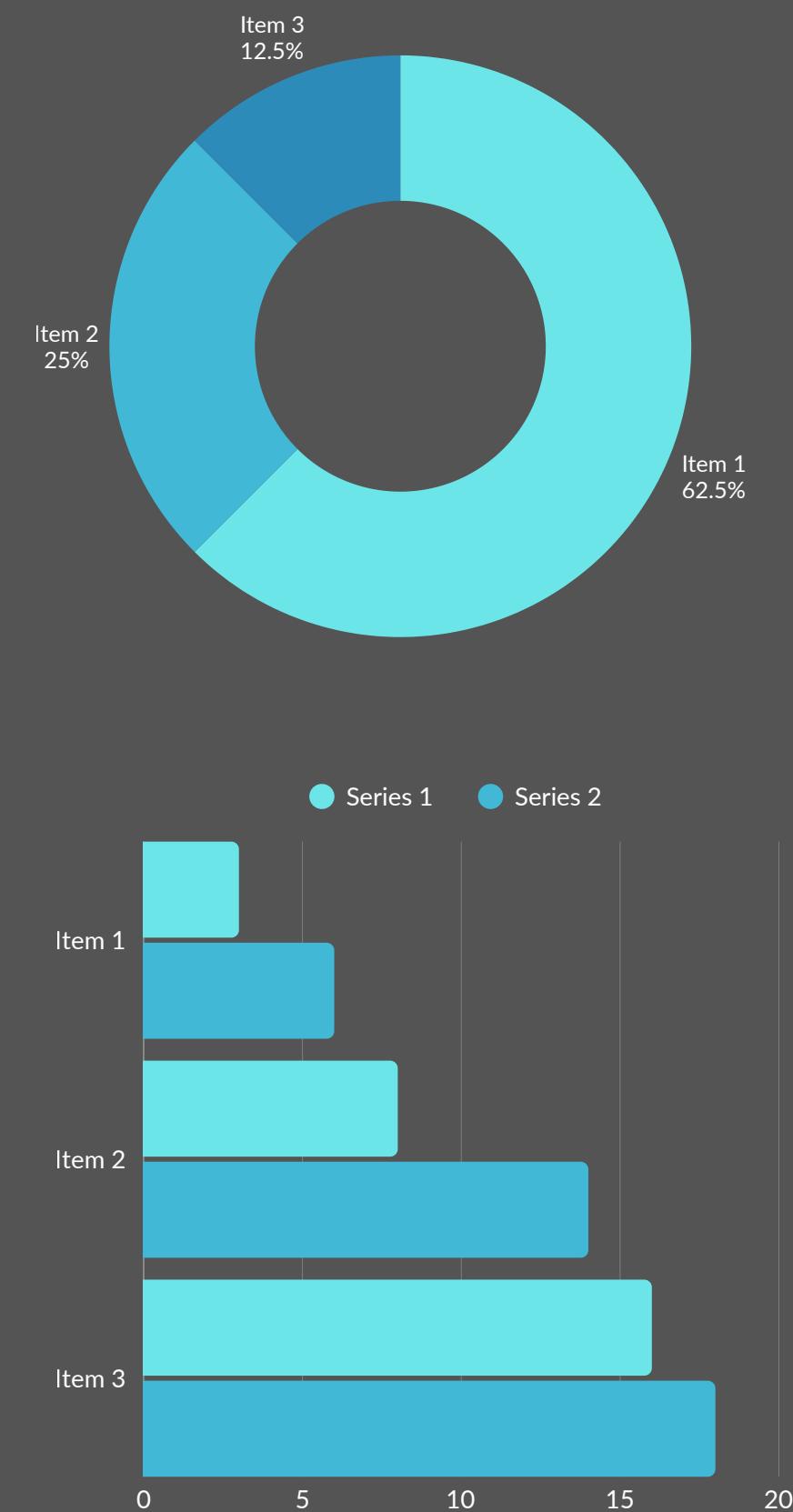
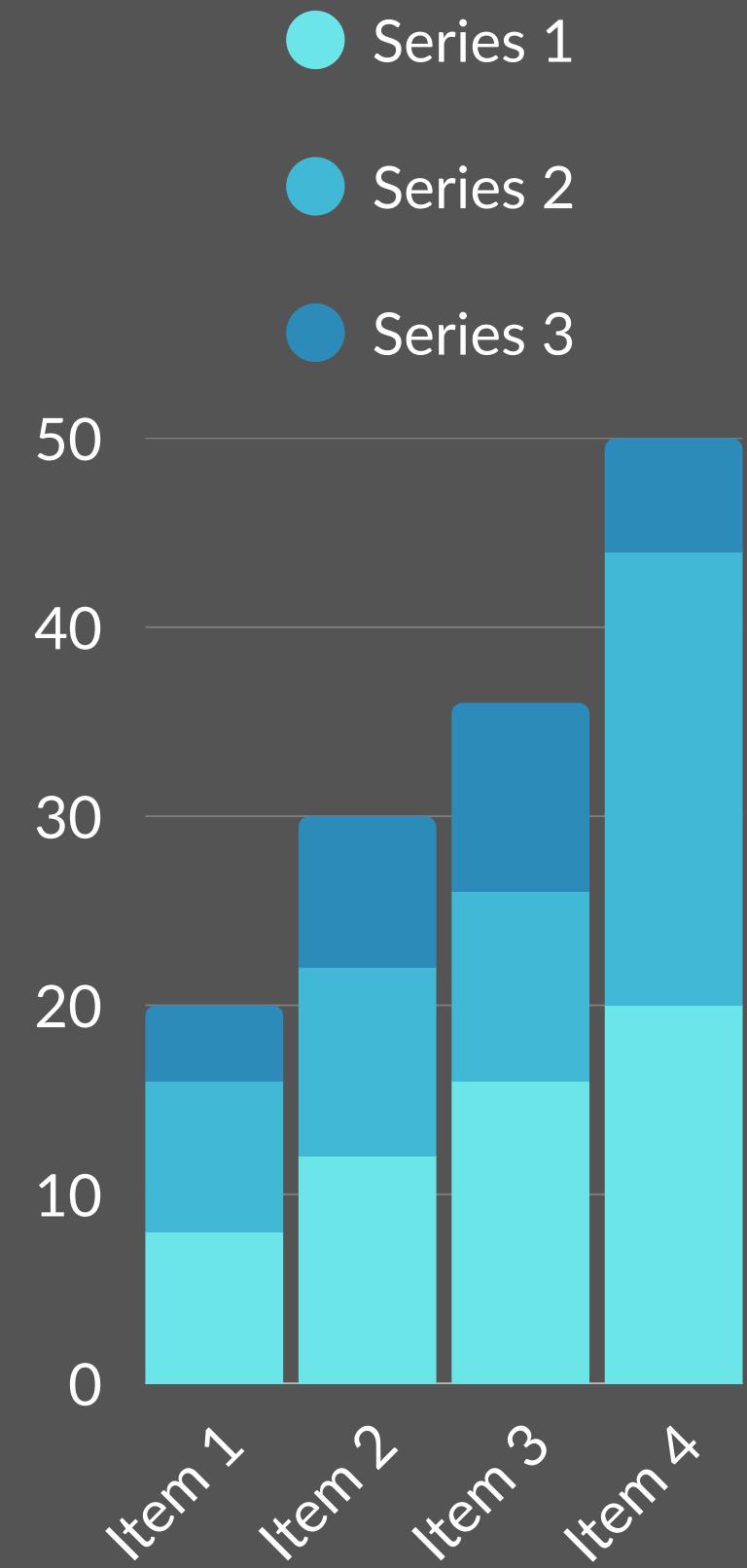
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Task_4



Project Objective

The objective of this project is to design an interactive sales dashboard that helps business stakeholders monitor performance metrics and identify key revenue drivers.

The dashboard enables decision-makers to analyze customer behavior, product trends, and geographical performance for better strategic planning.



Dataset Used

- The dashboard uses the Adventure Works Sales Dataset, which consists of multiple related tables containing sales transactions, customer information, product details, returns, and geographic territories.
- The dataset includes:
- Customer demographics (AW_Customers)
- Product categories, subcategories, and products
- Sales transactions for the years 2015, 2016, and 2017
- Product return data
- Geographic territory information
- Supporting lookup tables such as age groups and income segments

KPIs Summary

18K

Total Customers

293

Total Products

119

Distinct Models

413.66

Avg Product Cost

1828

Total Quantity Returns

1809

Total Returns

84K

Total Quantity Sold

24.91M

Total Revenue

14.33M

Total Cost

10.58M

Total Profit

2.17%

Returned Rate

56K

Total Orders

Dashboard Overview

- **Sales & Returns Performance:** Displays revenue trends over time, profit analysis, and product return patterns
- **Customer Performance:** Analyzes customer demographics, income levels, occupations, and purchasing behavior
- **Product Performance:** Highlights top-performing products, categories, and product models
- **Geographical Performance:** Shows revenue and profit distribution across regions and countries

Insights

- Customers aged 45–65 generate the highest total revenue, making this age group the strongest contributor to overall sales.
 - Road Bikes and Mountain Bikes account for the majority of product orders, showing clear customer preference for these categories.
 - North America delivers the highest revenue and profit compared to all other regions, making it the most dominant market geographically.
 - Working professionals form the largest customer segment, representing the highest share of total purchases across occupations.
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Suggestions

- Focus on high-revenue age groups (45–65) as they generate the maximum revenue while keeping return rates relatively low.
- Road Bikes and Mountain Bikes dominate product sales, so inventory and promotions should prioritize these categories.
- North America is the primary profit driver, contributing the highest revenue and profit, and should remain the key focus market.
- Most customers are working professionals, so the company should focus more on them with special offers and loyalty rewards.

**THANK
YOU!**