**Financial Analysis Dashboard**

**Overview**

This **Financial Analysis Dashboard** was created using **Power BI** to provide key insights into revenue performance across various regions, countries, products, and sales representatives. The dashboard is designed to help decision-makers analyse financial data, identify trends, and make informed business decisions to optimize revenue streams.

**Features**

1. **Total Revenue by Region** (Donut Chart):
   * Visualizes the contribution of each region (Asia, U.K., U.S.A) to the overall revenue.
2. **Total Revenue and Average Revenue by Country** (Line and Bar Chart):
   * Compares both the total revenue and average revenue across multiple countries, helping to identify performance discrepancies and opportunities for growth.
3. **Total Revenue by Quarter** (Area Chart):
   * Illustrates revenue trends over four quarters, making it easy to spot seasonal fluctuations.
4. **Total Revenue by Products and Rank** (Stacked Bar Chart):
   * Displays the total revenue generated by different product categories (Smartphones, Accessories, Tablets, Laptops) and compares store performance across these categories.
5. **Total Revenue by Rank** (Tree Map):
   * A color-coded visual representation of revenue performance by store rank, allowing for quick comparisons of the top-performing stores.
6. **Total Revenue and Average Revenue by Month** (Clustered Bar and Line Chart):
   * Analyses the monthly distribution of revenue and highlights the corresponding average revenue to track performance over time.
7. **Sales Representatives Performance Table**:
   * A detailed table showing the **Total Transactions**, **Total Revenue**, and **Average Revenue** per sales representative, allowing for performance comparisons and identification of top performers.
8. **Key Metrics**:
   * **Total Revenue**: $127.41M
   * **Average Revenue**: $39.04K
   * **Total Countries Analysed**: 9
   * **Total Transactions**: 3K

**Usage**

This dashboard is highly interactive and allows users to filter data by:

* **Year**
* **Quarter**
* **Rank**

These filters enable a more detailed analysis by drilling down into specific timeframes and performance segments.

**Insights**

* **Revenue Peaks**: The dashboard clearly identifies periods of higher revenue, such as in **QTR 1**, allowing stakeholders to investigate the reasons behind these trends.
* **Geographical Insights**: By identifying high-performing regions like the **U.S.A**, the dashboard can aid in strategic decisions, such as increasing marketing efforts or expanding into high-potential areas.
* **Product Performance**: Product-level insights help decision-makers focus on the best-selling items and rethink inventory strategies for low-performing products.

**Tools Used**

* **Power BI**: For data visualization and interactivity.
* **Custom Measures and Calculations**: Applied to create key performance indicators (KPIs) such as **Total Revenue**, **Average Revenue**, and **Total Transactions**.

**Conclusion**

This Financial Analysis Dashboard provides an intuitive and dynamic view of key financial metrics, allowing businesses to easily track their performance across regions, products, and sales representatives. By leveraging these insights, stakeholders can make data-driven decisions to optimize their sales strategies and improve profitability.