



# POWER BI DASHBOARD MOCKUP: PRODUCT- & VERKOOPLANALYSE

VISUALIZING PRODUCT AND SALES DATA INSIGHTS EFFECTIVELY

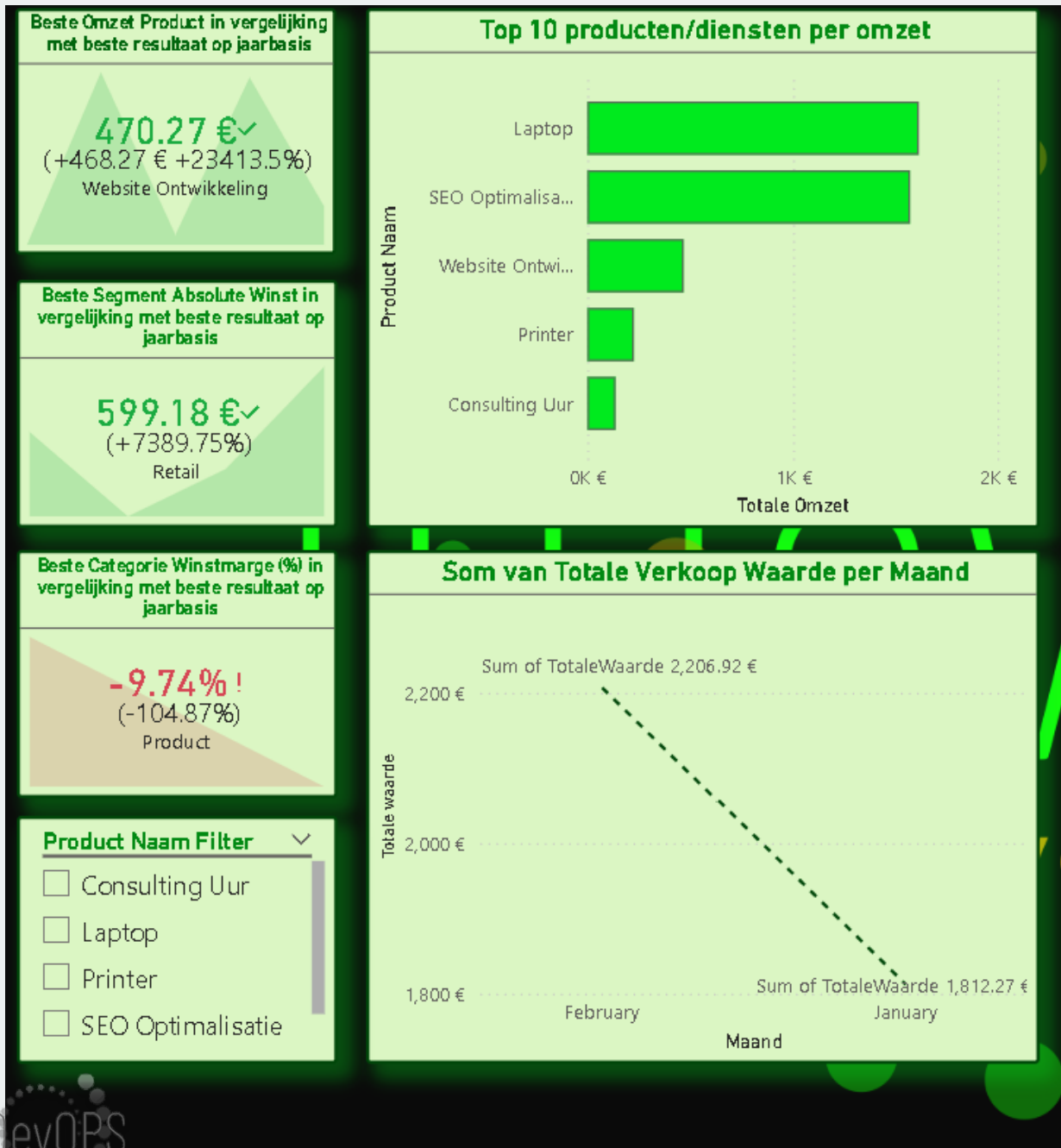


# ItDevOPS

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## DASHBOARD OVERVIEW





# KPI-KAARTEN EN KERNCIJFERS

## Visual KPI Representation

Dashboard features four color-coded KPI cards for easy financial performance interpretation.

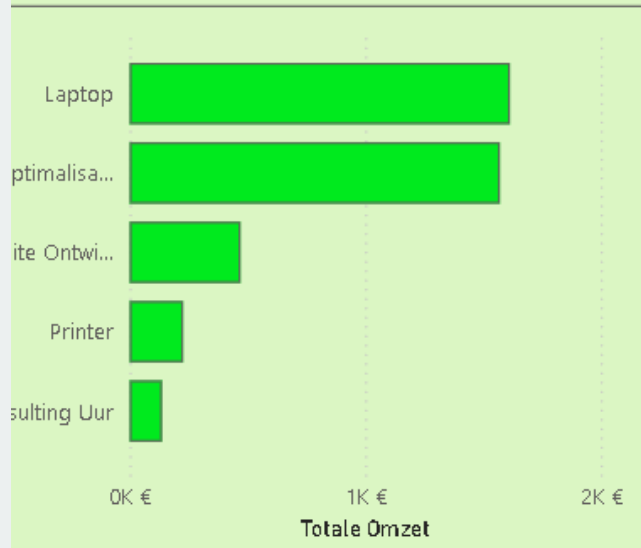
## Key Financial Indicators

KPIs include total revenue, total profit, profit margin, and active product count, providing a performance snapshot.

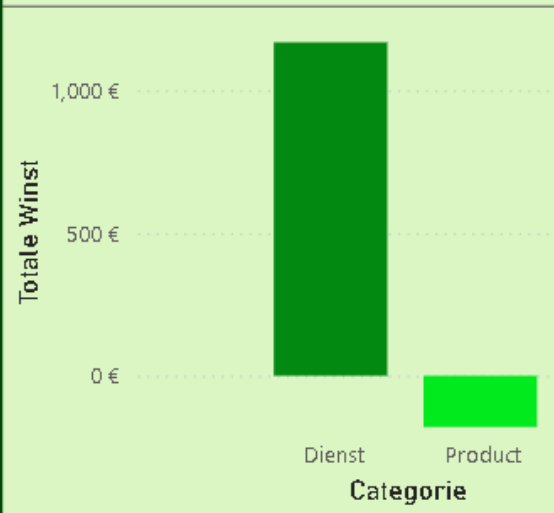
## Negative Profit Insight

Negative profit and margin highlight potential pricing or cost issues needing deeper analysis.

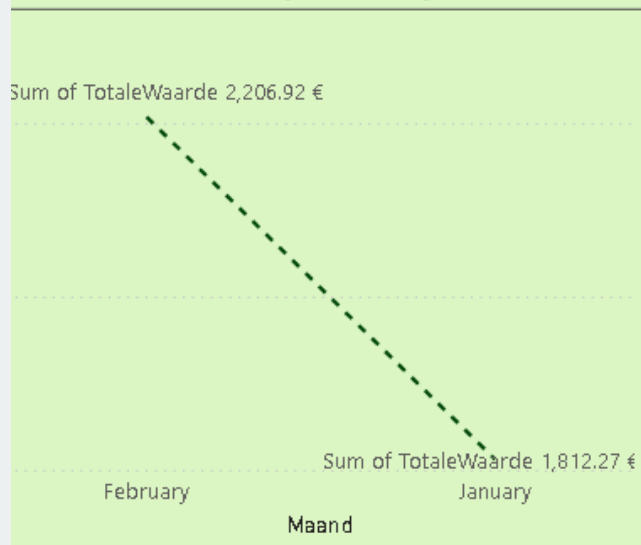
Top 10 producten/diensten per omzet



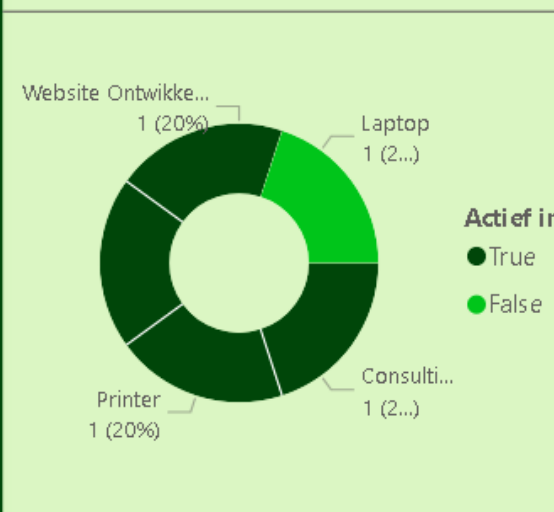
Totale Winst of Verlies per Categorie



Verandering van Totale Verkoop Waarde per Maand



Aantal Actieve Producten vs Inactieve Producten



# TOP 10 PRODUCTEN PER OMZET

## Revenue Ranking

The chart ranks products by revenue, highlighting SEO Optimization as the top performer with €946.22 in sales.

## Product Revenue Details

Other leading products include Laptop (€685.36), Printer (€170.13), Consulting Hour (€54.81), and Website Development (€156.75).

## Business Decision Support

This visual aids identifying lucrative offerings and supports decisions on product focus and marketing investments.

# SALES EVOLUTION PER MONTH

## Monthly Sales Trend

The line chart displays sales data by month, currently showing only January's total sales of €1,751.43.

## Growth Highlight

Green color emphasizes growth, drawing attention to positive sales performance in the visual.

## Future Expansion & Analysis

This visual sets the foundation for future sales data additions and trend analysis over multiple months.

## Year Selection Slicer

Adding a year filter helps users analyze sales by different time periods and identify seasonal patterns.

☐ 2023

### Maand Filter

☐ February

☐ January

### Segment Filter

☐ B2B

☐ Dienstverlening

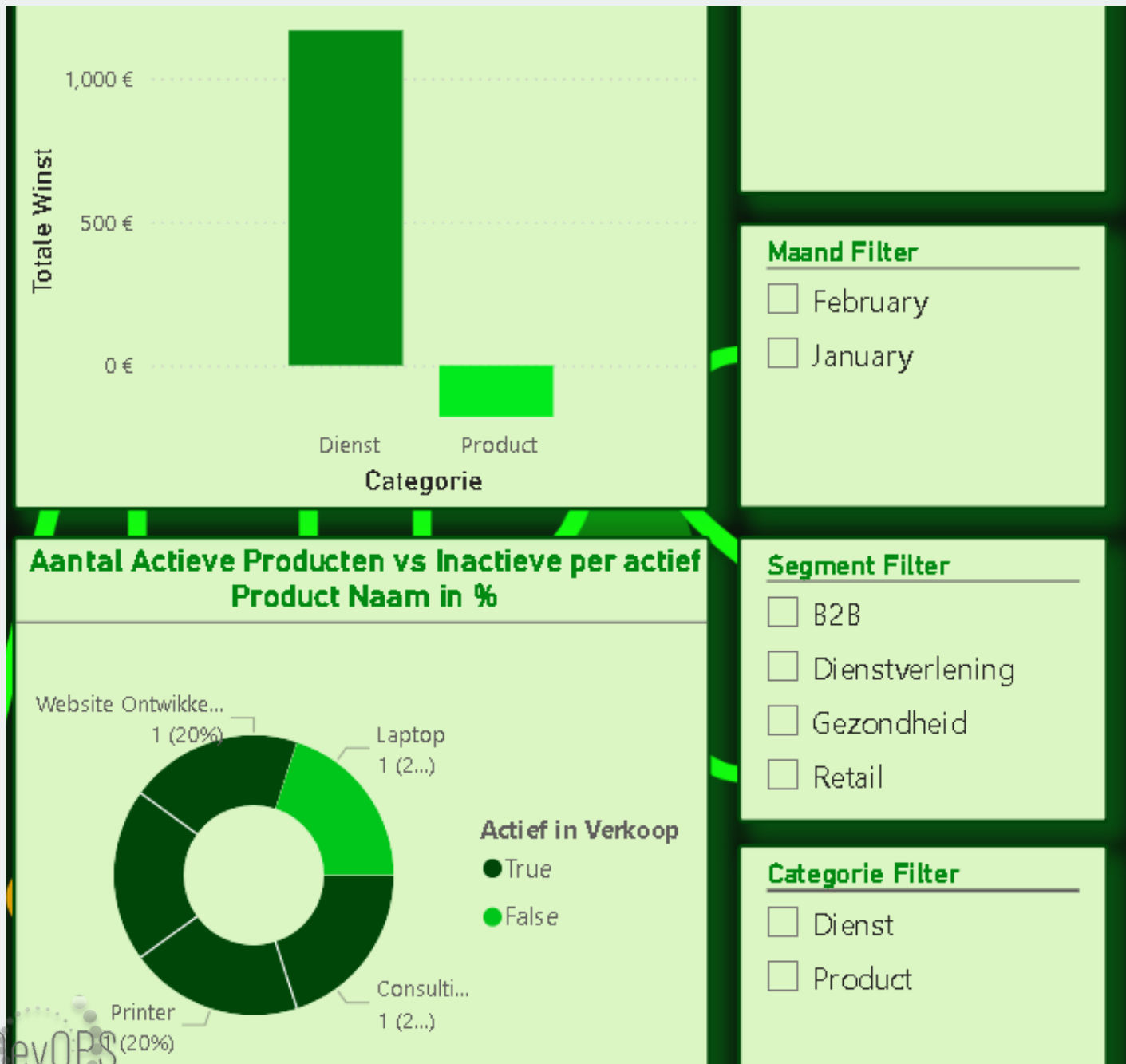
☐ Gezondheid

☐ Retail

### Categorie Filter

☐ Dienst

☐ Product



## SALES BY CUSTOMER SEGMENT

### Customer Segments Revenue

Revenue varies across segments: Services lead, followed by B2B, Retail, and Health.

### Segment Analysis Benefits

Segment analysis aids targeted marketing, pricing strategies, and customer relationship management.

### Interactive Slicers

Slicers enable users to isolate and analyze specific customer segments effectively.

# WINSTMARGE PER PRODUCTCATEGORIE

## Profit Margins Overview

The bar chart displays profit margins for various product categories, highlighting profits and losses distinctly.

## Identifying Loss-Making Categories

Both 'Service' and 'Product' categories show losses, helping identify areas needing financial attention.

## Strategic Financial Decisions

The visual aids decisions like pricing adjustments, cost reduction, or product discontinuation to improve profitability.

## Comprehensive Financial Analysis

Combining profit margin visuals with revenue data offers a full picture of category financial performance.

