

# SALES DASHBOARD

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# About

This project delivers an interactive Sales Dashboard using Power BI, consolidating key metrics like Total Sales, Profit, Customer Count, and Average Order Value.

It provides clear visual insights into sales trends, product and regional performance, and profitability, enabling the client to make informed, data-driven decisions to boost sales and growth.



# Project overview

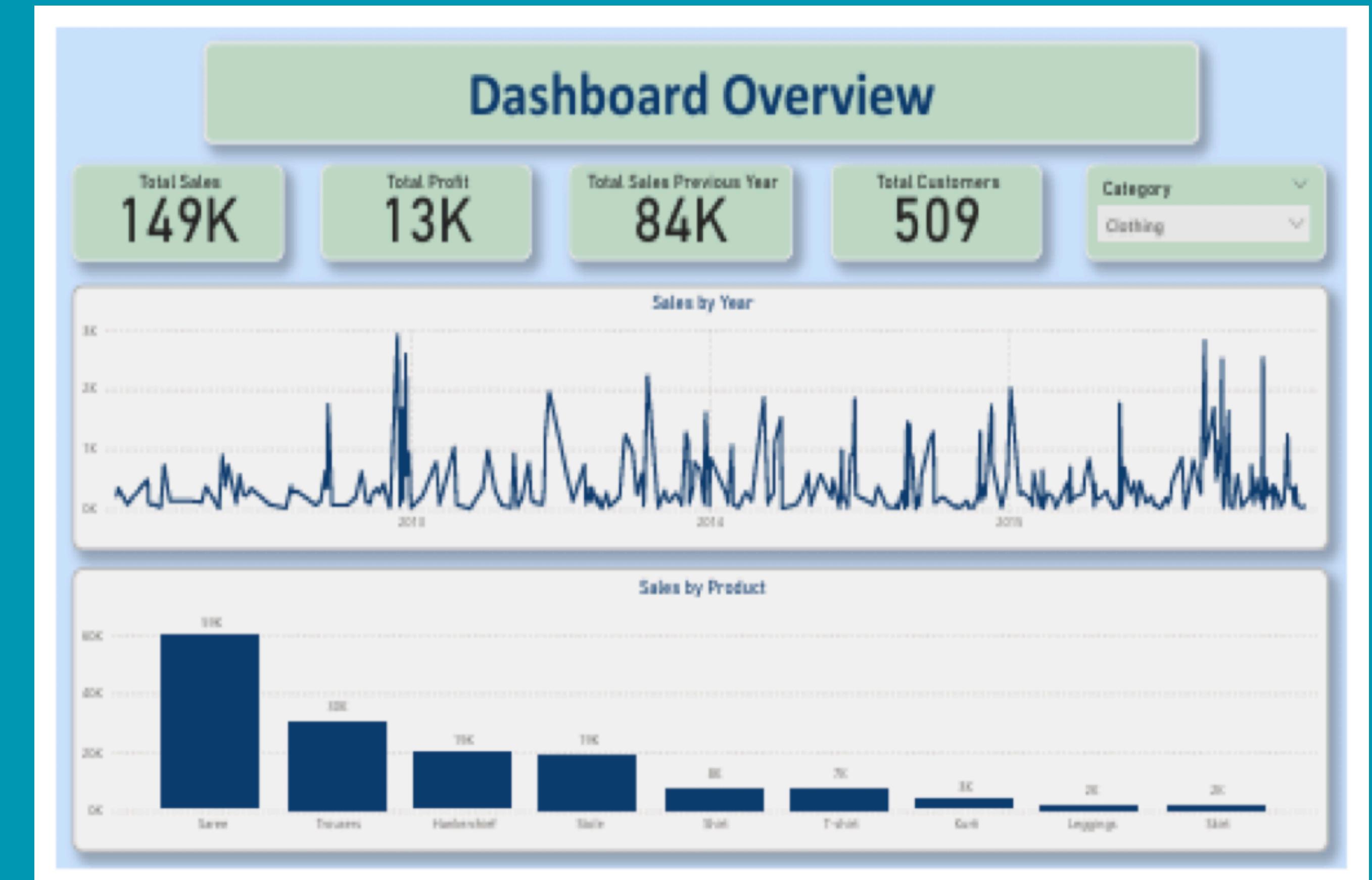
- Dashboard Overview
  - Sales Analysis Report
  - Profit and Growth Insights
- Report
- Key KPIs Summary





# Dashboard Overview Report

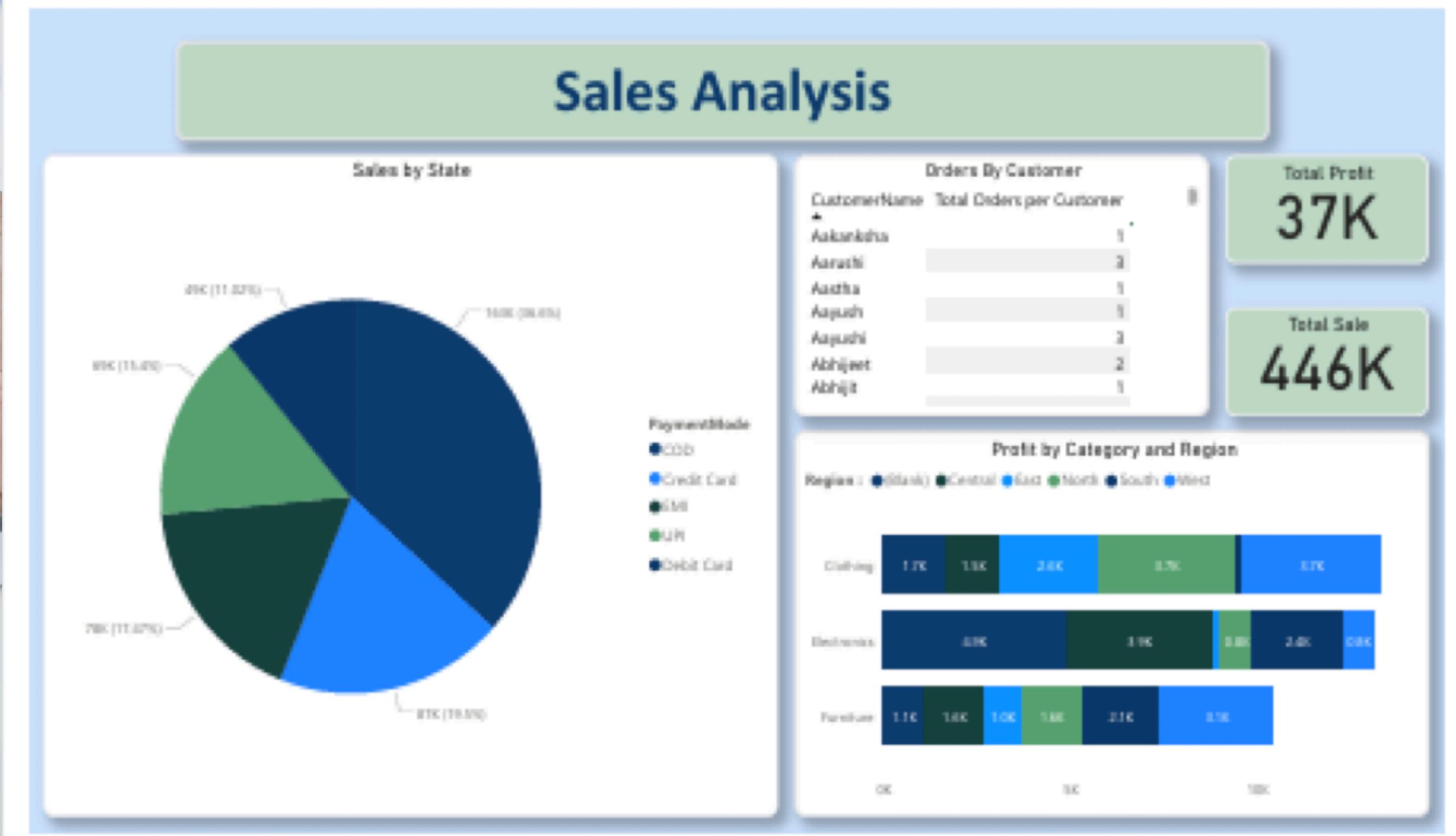
- Provides a comprehensive snapshot of overall sales performance across key metrics.
- Highlights critical KPIs including Total Sales, Total Profit, Total Number of Customers, and Average Order Value (AOV).
- Displays sales trends over time, helping identify growth patterns and seasonal fluctuations.
- Includes regional sales breakdown to pinpoint strong and weak markets.





# Sales Analysis Report

- Detailed view of sales performance across products and regions
- Top-selling products identified via column chart
- Regional sales distribution highlighted in pie chart
- Insights to understand market dynamics and guide sales strategies





# Profit & Growth Insights Report

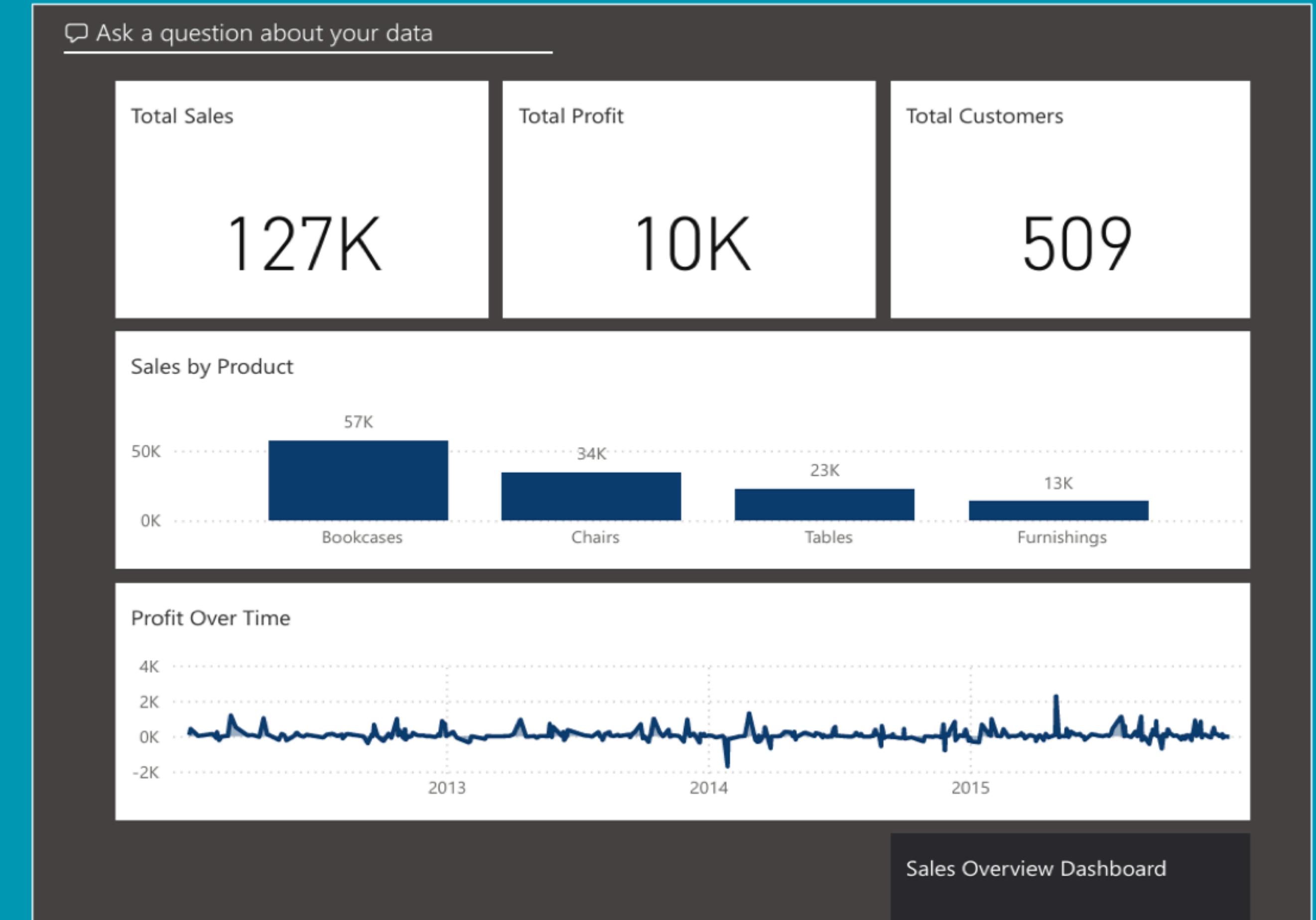
- Analyzes profitability trends over time
- Tracks profit growth and seasonal patterns
- Highlights profit distribution by region
- Supports targeted strategies to optimize margins
- Focuses on high-performing regions for growth





# Key KPIs Summary

- Analyzes Sales trends over time
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# Thank You!