

Sales Dashboard - By A.E.S



275K

Quantitv Sold

\$109.81M

Revenue

\$97.26M

Product Cost

\$12.55M

Profit

11.4%

GP Mardin %

Total Sales

All

Category

All

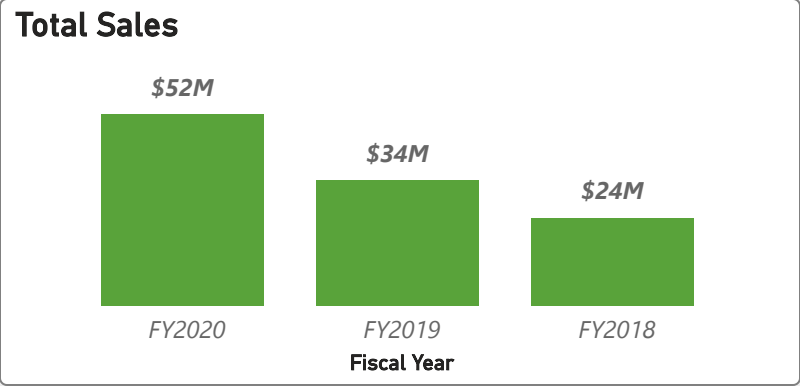
Insights

At \$51,878,268.2, FY2020 had the highest Sum of Sales Amount and was 117.42% higher than FY2018, which had the lowest Sum of Sales Amount at \$23,860,893.13.

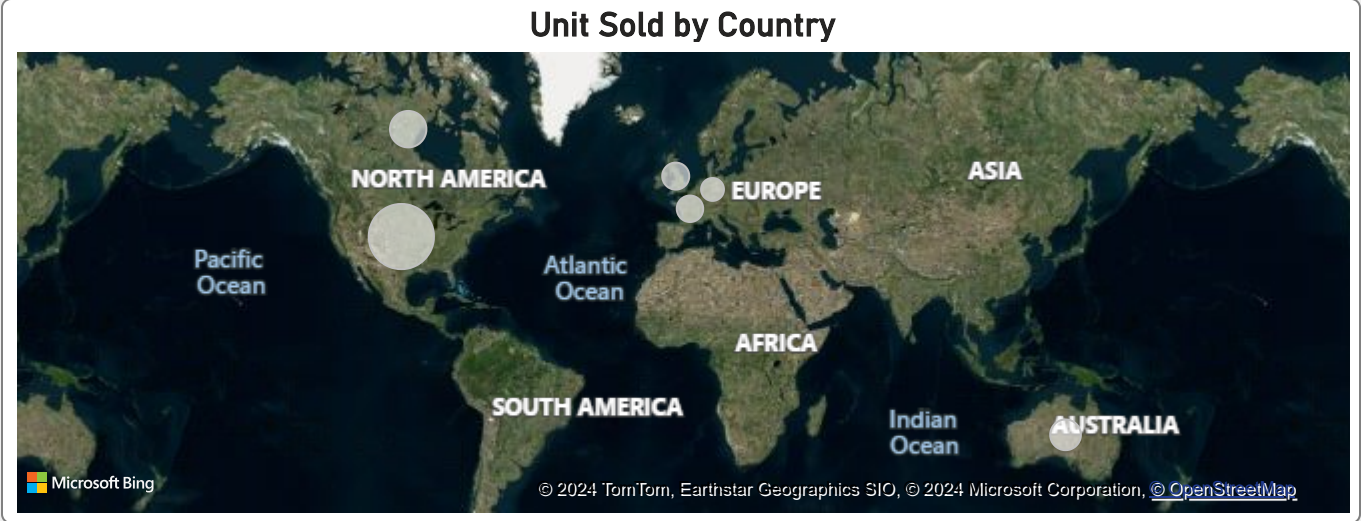
FY2020 had the highest Sum of Sales Amount at \$51,878,268.2, followed by FY2019 at \$34,070,112.67 and FY2018 at \$23,860,893.13.

FY2020 accounted for 47.24% of Sum of Sales Amount.

FY2018 had \$23,860,893.13 Sum of



Category	Total Sales
Accessories	\$571,299.75
Bikes	\$66,302,381.27
Clothing	\$1,777,840.91
Components	\$11,799,074.18
Total	\$80,450,596.11



Country	Revenue	Cost	Profit	GP Margin %
United States	\$62,997,590.93	\$58,553,487.94	\$4,444,102.99	7.1%
Canada	\$16,355,770.6	\$15,347,636.32	\$1,008,134.28	6.2%
Australia	\$10,655,335.57	\$7,078,212.13	\$3,577,123.44	33.6%
United Kingdom	\$7,670,721.13	\$6,273,856.16	\$1,396,864.97	18.2%
France	\$7,251,555.66	\$6,202,606.85	\$1,048,948.81	14.5%
Germany	\$4,878,300.11	\$3,802,188.67	\$1,076,111.44	22.1%
Total	\$109,809,274	\$97,257,988.07	\$12,551,285.93	11.4%

Country

Australia

Canada

Corporate HQ

France

Germany

United Kingdom

United States

## Takeaways:

- 1.) Power BI Resembles Excel with Enhanced Features: A notable insight gained is that Power BI can be likened to Excel but with enhanced features tailored for business intelligence purposes. It functions similarly to Excel's Pivot Table functionality, but it encompasses a broader range of capabilities, offering a more comprehensive solution for data analysis and visualization.
- 2.) Importance of Pre-analysis: Just like in Excel, thorough pre-analysis is crucial before creating a data dashboard in Power BI. This involves identifying and rectifying any discrepancies in the data, such as errors, missing data, or inconsistencies in data types. A meticulous pre-analysis ensures the final interactive output is accurate, reliable, and actionable.
- 3.) Understanding DAX Formulas: Another key takeaway is the significance of understanding DAX (Data Analysis Expressions) formulas in Power BI. Similar to Excel functions, DAX plays a vital role in performing calculations, creating calculated columns, and generating meaningful insights from the data. Familiarity with DAX functions is essential for harnessing the full potential of Power BI and deriving valuable business insights.
- 4.) Continuous Learning and Improvement: Lastly, attending webinars and training sessions, such as the one provided by @DataSense Analytics, is instrumental in expanding knowledge and refining skills in Power BI. Embracing a mindset of continuous learning and improvement is essential for staying abreast of the latest developments in data analysis tools and techniques, thereby enabling individuals to tackle new challenges in the dynamic field of data analysis effectively.

In conclusion, the webinar offered by @DataSense Analytics, provided valuable insights into the fundamentals of utilizing Power BI for business intelligence purposes. By understanding its functionalities, conducting thorough pre-analysis, mastering DAX formulas, and committing to continuous learning, individuals can enhance their proficiency in data analysis and drive informed decision-making processes within the organization.