

# Sales Performance Dashboard Report

Comprehensive Analysis (2014–2017)

Created by Rimsha Iram | Power BI  
Project

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# KPI Summary

- Purpose: To understand business scale and profitability.
- Visual Used: KPI Cards
- Insights:
  - - Total Sales: \$2.30M
  - - Total Profit: \$286.4K (~12.47%)
  - - Units Sold: 38K



# Sales & Profit Trend

- Purpose: Observe growth patterns and seasonality.
- Visual: Line Chart
- Insights:
  - - Upward trend from 2014–2017.
  - - Profit spike in 2017 → higher efficiency.



# Category Performance

- Purpose: Identify high-performing business segments.
- Visual: Column Chart
- Insights:
  - - Technology leads sales & profit.
  - - Furniture & Office Supplies moderate.



# Sub-Category Insights

- Purpose: Analyze product contribution.
- Visual: Donut Chart
- Insights:
  - - Phones, Chairs, Machines dominate.
  - - Small categories like Art minimal.



# Product-Level Analysis

- Purpose: Pinpoint bestsellers/loss-makers.
- Visual: Bar Chart
- Insights:
  - - Canon imageCLASS top performer.
  - - Some high-sales → low profit.



# Regional Performance

- Purpose: Evaluate regional results.
- Visual: Map
- Insights:
  - - CA, TX, NY lead in profit.
  - - FL, OH have low profit margins.





# Customer Insights

- Purpose: Identify top customers.
- Visual: Bar Chart/Table
- Insights:
  - - Tamara C. & Raymond M. top spenders.
  - - Indicates strong loyalty.



# Efficiency Metrics

- Purpose: Track profitability per sale.
- Visual: KPI Card
- Insights:
  - - AOV: \$60.66
  - - Profit Margin: 12.47%



# Low Margin Zones

- Purpose: Detect inefficiencies.
- Visual: Scatter Plot
- Insights:
  - - Some high-sales zones = low profit.
  - - Focus on cost control.



# Business Growth Summary

- Purpose: Summarize performance 2014–2017.
- Visual: Combined KPIs
- Insights:
  - - Continuous increase in sales & profit.
  - - Efficiency metrics stable.



# Thank You

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