Wireframe Documentation

**Expenditure Data Analysis**

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**Dashboard Overview (Homepage)**

The homepage of the Power BI report is the main dashboard containing overall KPIs and a business summary. It’s divided into the following sections:

* Top Section (KPI Cards)
* Total Sales
* Total Profit
* Profit Margin (%)

These KPIs are shown using Power BI Card visuals for a quick snapshot of performance.

* Middle Section (Charts)
* Revenue and Profit by Product Line
* Visual Type: Clustered Bar Chart
* Fields: PRODUCTLINE vs SUM(SALES) and SUM(Profit)
* Monthly Revenue Trend
* Visual Type: Line Chart
* Fields: YearMonth vs SUM(SALES)
* Bottom Section (Tables)
* Loss-making Transactions Table
* Visual Type: Table with conditional formatting
* Logic: Filter rows where Profit < 0
* Fields: PRODUCTLINE, SALES, MSRP, Profit
* Customer-Wise Performance
* Visual Type: Matrix or Table
* Fields: CUSTOMERNAME, SUM(SALES), SUM(Profit)

**Page 2: Country-Wise Insights**

* **Map Visual**
* **Visual Type:** Filled Map
* **Fields:** COUNTRY vs SUM(SALES)
* **Top Countries by Revenue**
* **Visual Type:** Horizontal Bar Chart
* **Sorted by:** Descending SUM(SALES)
* **Filters and Slicers**

Placed in the right/left panel for interactivity:

* Date Range (ORDERDATE)
* Country
* Product Line

**Sample Wireframe Layout**

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**| KPI Cards: Total Sales | Total Profit | Margin % |**

**|-----------------------------------------------------------------------|**

**| Bar Chart: Sales by Product Line |**

**| Line Chart: Monthly Revenue Trend |**

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**| Table: Loss-making Transactions (highlighted rows) |**

**| Table: Customer-wise Profitability |**

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**| Filters: Date | Country | ProductLine (on the side) |**

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