

Sales Performance Dashboard

Objective

The objective of this report is to analyse and visualize sales performance trends, provide actionable insights, and track key metrics to aid business decision-making.

Overview

The Sales Performance Dashboard is built using Power BI and showcases e-commerce sales data from open-source dataset covering the period from 2019 to 2022. The dashboard enables stakeholders to monitor sales performance over the years of Profit, Quantity and Sales. This dashboard has another page which is details view.

Key Metrics Tracked

1. **Total Sales Revenue:** Overall income generated within the specified timeframe.
2. **Total Quantity Sold:** Total quantity of products sold.
3. **Total Profit:** Net profitability of sales.
4. **Customer Segments Wise sales:** Breakdown each customer segments of over the period.
5. **Category Wise Sales:** Breakdown categorically sales over the period.
6. **Details view** Sales performance in details view in table form in 2nd page.

Dashboard Features

1. Interactive Filters: We can filter by Profit, Quantity, Sales
2. Area chart: Over the period performance trends based on customer segments
3. Line chart: Month wise sales performance based on product category.
4. KPI Cards: Total Profit, Total Quantity & Total sales over the period. There are another 3 cards also over here those are interactive based on customer segment area chart selection.
5. Details page: Click details button in extreme left side to get 2nd page which is details.
6. Slicer: There are some slicers placed in details page. These slicers help to control below sales details table view.
7. Table: Express sales details order id wise.

Insights

1. From PROFIT perspective maximum profit comes from each customer segments in 4th quarter of every year.
2. From QUANTITY perspective, maximum quantities have been sold in 4th quarter every year by 3 segments of customers
3. From SALES perspective, same as profit and quantity view.

4. If we select and click in any point of customer segment area chart then we will get reflection in Profit, Quality & Sales cards in middle of the dashboard.
5. In the bottom of the dashboard which is reflected month wise sales of category after selection of any point of customer segment area chart.
6. If we see region wise sales performance which is presented in details report page in table form, then we will get west region is the highest profit generated region and second highest region is East region, and third highest is south region.
7. We will get customer details information of most effective customers & less effective customers by using region, state/province, city, order date filters.

Conclusion

The Sales Performance Dashboard effectively highlights key sales trends, including peak performance in the fourth quarter across all segments. With its interactive features and detailed insights, it empowers stakeholders to make informed decisions, optimize strategies, and drive business growth.