

# ***Sales Dashboard***

**Objective :**

**Interactive insights into sales  
performance**

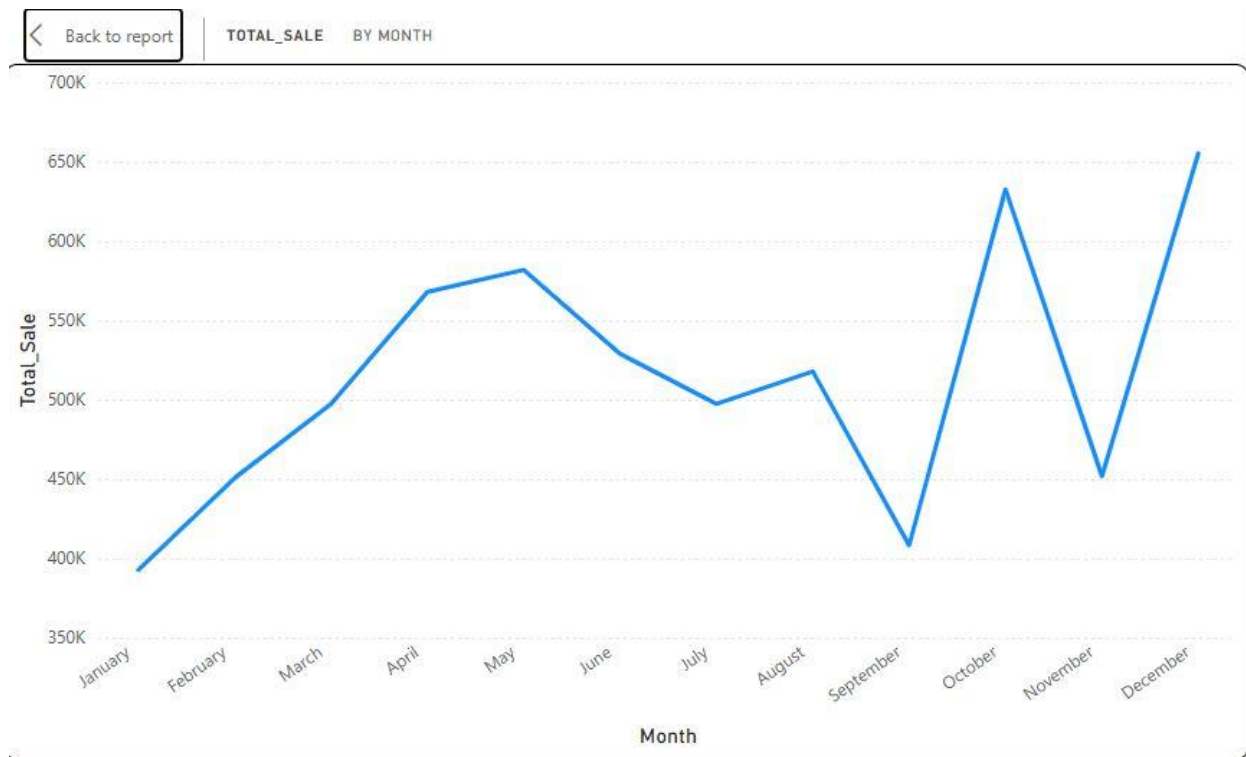
# Key KPIs :

- **Total Sales = SUM(Revenue)**
- **Total Profit = SUM(Revenue – Cost)**
- **Growth % = (Current Period Sales – Prior Period Sales) / Prior Period Sales**
- **Profit Margin % = Total Profit / Total Sales**



# Time-Series Analysis :

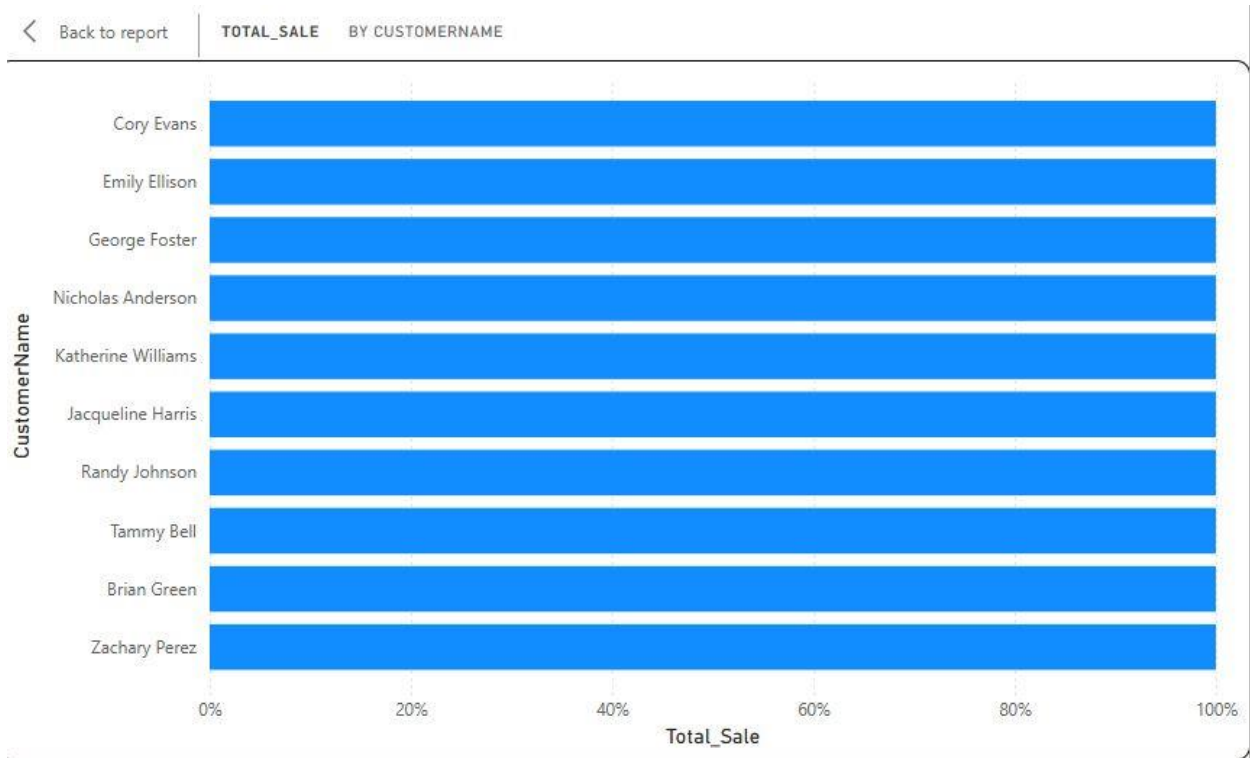
## Sales By Month



## Objective :

Sales are low in January and show Increase from February to May then slight decrease in June and July, Drastically low in August and November and Increase in October and December.

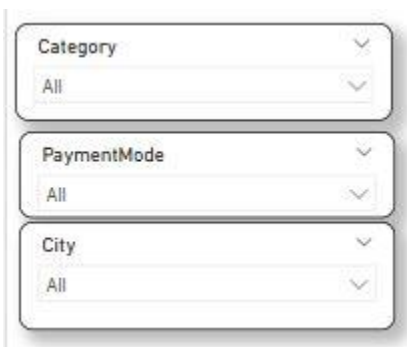
# Top 10 Customer By Sales:



## Selected Slicer :

### Add slicers for:

- City
- Category
- Payment Method



The image shows three stacked slicer controls. Each control has a header with a dropdown arrow and a main selection area with a dropdown arrow. The first control is labeled 'Category' and has 'All' selected. The second control is labeled 'PaymentMode' and has 'All' selected. The third control is labeled 'City' and has 'All' selected.

Debit Card seems to be most preferable method for purchase.

# Geographical Information : Profit by City and Ctegrory.

