

Sales Performance Dashboard – Report (Tab-2 & Tab-3)

TAB-2: Product Performance Analysis

Objective:

To analyze product-level performance and identify top-performing product lines, best-selling products, pricing impact, and quantity trends.

KPIs & DAX Measures Used

1. Total Sales

DAX:

Total Sales = $\text{SUM}(\text{sales_data_sample}[\text{SALES}])$

2. Total Quantity Sold

DAX:

Total Quantity = $\text{SUM}(\text{sales_data_sample}[\text{QUANTITYORDERED}])$

3. Average Sales per Product

DAX:

Avg Sales per Product =
 $\text{AVERAGEX}($
 $\text{VALUES}(\text{sales_data_sample}[\text{PRODUCTCODE}]),$
 [Total Sales]
 $)$

Visualizations & Logic

1. Sales by Product Line (Clustered Bar Chart)

- Axis: PRODUCTLINE
- Values: Total Sales

2. Top 10 Products by Sales (Bar Chart)

- Axis: PRODUCTCODE
- Values: Total Sales
- Filter: Top N (10) by Total Sales

3. MSRP vs Sales (Scatter Chart)

- X-axis: MSRP
- Y-axis: Total Sales
- Size: Total Quantity
- Legend: PRODUCTCODE

4. Quantity Ordered by Product Line (Column Chart)

- Axis: PRODUCTLINE
- Values: Total Quantity

TAB-3: Customer & Region Insights

Objective:

To analyze customer value and regional contribution, helping management focus on high-value customers and strong regions.

KPIs & DAX Measures Used

1. Total Customers

DAX:

Total Customers = DISTINCTCOUNT(sales_data_sample[CUSTOMERNAME])

2. Total Sales

DAX:

Total Sales = SUM(sales_data_sample[SALES])

3. Average Sales per Customer

DAX:

Avg Sales per Customer =

```
DIVIDE(  
    [Total Sales],  
    [Total Customers]  
)
```

4. Top Customer Sales

DAX:

Top Customer Sales =

```
MAXX(  
    VALUES(sales_data_sample[CUSTOMERNAME]),  
    [Total Sales]  
)
```

Visualizations & Logic

1. Top 10 Customers by Sales (Bar Chart)

- Axis: CUSTOMERNAME
- Values: Total Sales
- Filter: Top N (10) by Total Sales

2. Sales by Country (Filled Map)

- Location: COUNTRY
- Values: Total Sales

3. Sales by Territory (Column Chart)
 - Axis: TERRITORY
 - Values: Total Sales
4. Top 10 Cities by Sales (Column Chart)
 - Axis: CITY
 - Values: Total Sales
 - Filter: Top N (10)
5. Customer Detail Table
 - Columns: CUSTOMERNAME, COUNTRY, CITY, Total Sales

Conclusion

Including DAX measures within the dashboard ensures accuracy, reusability, and scalability of insights. This report demonstrates strong command over Power BI data modeling, DAX, and business analytics, making it suitable for company evaluation, internship submission, or client presentation.