

Global Sales Intelligence Hub

Project Progress Report

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Project Type: Sales Performance Dashboard

Tool Used: Power BI

1. Project Overview

This project aims to build a professional Sales Performance Dashboard to analyze global sales data. The dashboard helps management, product managers, and business teams to track sales trends, product performance, and customer insights through interactive visualizations.

2. Objective of the Dashboard

- To monitor total sales and revenue growth
- To analyze product-wise performance
- To identify top customers and regions
- To support data-driven business decision making

3. Completed Work (Implemented)

3.1 Tab 1: Executive Sales Overview (Completed)

This tab provides a high-level summary of overall sales performance suitable for management-level users.

Key KPIs Implemented:

- Total Sales: 10.03M

- Total Orders: 307

- Average Order Value: 32.68K

- Total Quantity Sold: 99K

Main Visualizations:

- Monthly Revenue Trend (Line Chart)
- Product Wise Sales (Bar Chart)
- Total Sales by Customer (Horizontal Bar Chart)
- Total Sales by Country (Map Visualization)
- Interactive Filters: Year, Quarter, Product Line, Country

3.2 Tab 2: Product Performance Analysis (KPIs Completed)

This tab focuses on analyzing product-level performance. Currently, key KPIs are implemented.

Key KPIs Implemented:

- Total Units Sold: 99.067K

- Total Revenue: 10.03M

- Average Price: 83.66

- Top Product: S12_4675

4. Pending Work (Planned for Completion)

4.1 Product Performance Analysis (Visuals Pending)

The following visuals are planned to be implemented in the Product Performance Analysis tab:

- Product Line vs Sales (Bar Chart)
- Product Code vs Sales (Tree Map)
- MSRP vs Sales (Scatter Chart)
- Top 10 Products by Sales
- Quantity Ordered Analysis
- Detailed Product Table

4.2 Customer & Region Insights Tab (Pending)

This tab will focus on customer-level and geographical insights. It is currently planned and will include:

- Top 10 Customers by Sales
- Sales by Territory
- Sales by Country (Map)
- City-wise Sales
- Customer Detail Table (Name, Contact, Country, Sales)

5. Conclusion

The Executive Sales Overview tab has been fully implemented, and key KPIs for Product Performance Analysis are completed. Remaining visuals and customer insights are planned for the next phase. This dashboard is designed to support business analysis and strategic decision-making.