

## SALES PERFORMANCE DASHBOARD

### PRODUCT LINE

- ☐ Classic Cars
- ☐ Motorcycles
- ☐ Planes
- ☐ Ships
- ☐ Trains
- ☐ Trucks and Buses
- ☐ Vintage Cars

10.03M

TOTAL SALES

99K

TOTAL QUANTITY

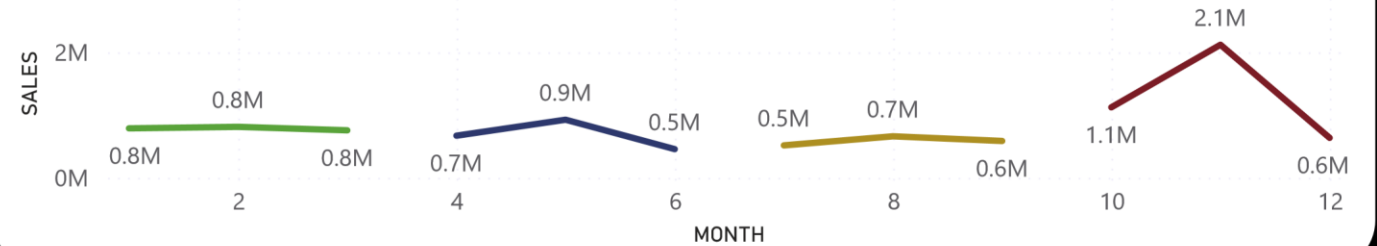
83.66

AVERAGE PRICE

## SALES TRENDS OVER THE YEAR

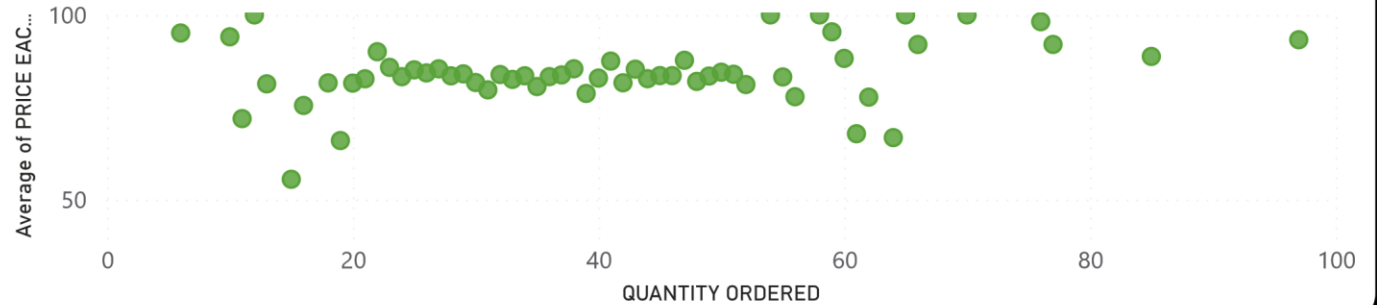
Despite Q4 being profitable overall, Month 12(Dec) might underperform consistently — possibly due to holidays and supply chain gaps.

QUARTER ● 1 ● 2 ● 3 ● 4



## PRICE SENSITIVITY BY ORDER QUANTITY

Noisy scatter = Inconsistent pricing strategy(No clear rules for pricing)



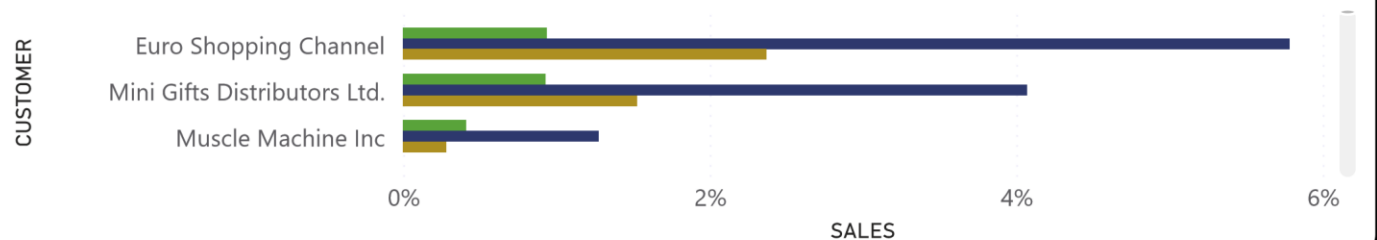
## SALES ACROSS COUNTRIES



## TOP CUSTOMERS-Revenue Concentration Risk

A large % of total sales comes from just a few customers or cities — revealing potential revenue risk.

DEALSIZE ● Large ● Medium ● Small



Sales Performance Dashboard Explanation

Objective:

This dashboard analyses the **sales performance of a vehicle manufacturer** over the course of a year. By evaluating key metrics such as sales volume, revenue, pricing strategies, and regional performance, the goal is to derive actionable insights. These insights can be used to implement and test new strategies in the following year. The insights aim to optimize sales, pricing consistency, customer concentration, and inventory management, ensuring the company can make more informed decisions in the future to enhance profitability and market presence.

Data Preparation:

- The data was sourced from the [Kaggle Sales Dataset](#).
- **Data Cleaning:** I standardized data formats (e.g., currency), removed unnecessary columns, and ensured data consistency before analysis.
- **Limitations:** From my analysis, I noticed that the dataset lacked **profit data**, which would have provided a much deeper understanding of the company’s financial performance and allowed for better insights.

Key Components:

1. **KPI Cards:**
  - **Total Sales, Total Quantity Ordered, Average Price** – Key metrics summarizing overall sales performance.
2. **Product Line Slicer:**
  - Allows filtering by product line for focused analysis.
3. **Sales Trend (Line Chart):**
  - Displays sales performance over time.
  - **Key Insight: December** consistently underperforms, likely due to **holidays** and **supply chain disruptions**. To mitigate this, the business could consider implementing **on-demand inventory** for December to save on costs.
4. **Sales by Region (Map):**
  - Visualizes sales across countries, highlighting regional performance.
  - **Key Insight:** The **USA** has the highest sales, followed by **Spain**, indicating strong performance in these markets.
5. **Price Sensitivity by Order Quantity (Scatter Plot):**
  - Shows price fluctuations with order quantity.
  - **Key Insight: Inconsistent pricing** indicates a lack of standard pricing strategy, meaning the business needs to work on improving and having a more consistent and effective pricing strategy.
6. **Top Customers Revenue Concentration (Bar Chart):**
  - Ranks customers by sales contribution.
  - **Key Insight:** A small number of customers drive a large percentage of sales, posing a **revenue concentration risk**.
    - The **USA** has the highest number of customers at **36.16%** of total customers.
    - **15% of sales** come from just **2 customers**, highlighting the risk of over-reliance on a small customer base.
7. **Deal Size Breakdown:**
  - Visualizes the distribution of small and medium deals.

Data Validation:

- Used **DAX functions** to calculate and validate KPIs such as **Total Sales** and **Price per Product** (efficiency ratio).

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**Key Insights:**

- **Revenue Concentration Risk:** High dependency on a few customers or regions.
  - The **USA** has the highest number of customers at **36.16%**, and **15% of sales** come from just **2 customers**.
- **Inconsistent Pricing Strategy:** The current pricing model lacks consistency, and the business needs to work on improving and implementing a better pricing strategy.
- **Seasonality Impact:** December sales drop due to holidays and supply chain issues. To mitigate this, the business could consider implementing **on-demand inventory** for December to save on costs.
- **Missing Profit Data:** From my analysis, I noticed that the dataset lacked **profit data**, which would have been invaluable for assessing the true financial performance and for deriving even more precise insights into pricing, cost-efficiency, and overall business health.