SN CORP DASHBOARD IN POWER BI

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1.3M
Sum of Sales

640.6K
Sum of Cost

627.0K
Sum of Profit

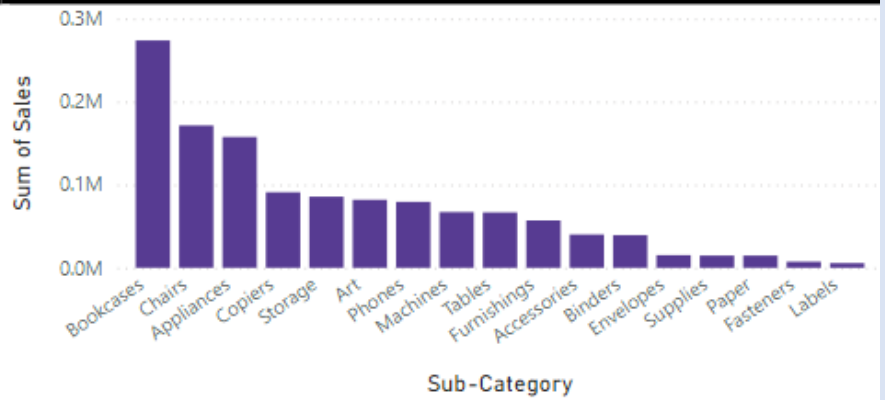
Order Date
1/1/2017 — 12/31/2020

Ship Mode
- [ ] Economy
- [ ] Economy Plus
- [ ] Immediate

List of Company Customers

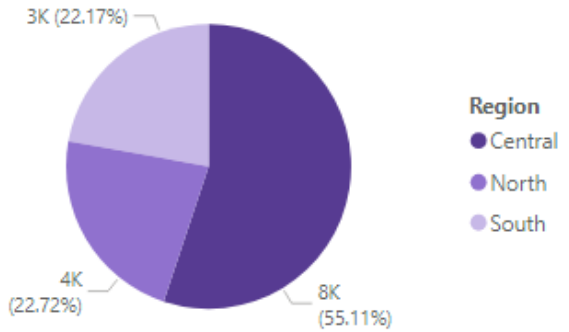
Customer Name	Sum of Sales	Sum of Cost	Sum of Profit
Lola Hughes	7623	4117	3506
Alexander Bond	6961	3455	3506
Ashton Charles	6895	1498	5397
Philip Newsom	6631	4229	2402
Juan Smith	6424	3126	3298
Phoebe Moore	6355	4735	1620
Harrison Cooke	6217	4278	1939
Bettie Lang	6026	3600	2426
George Dawson	5951	2600	3351
Total	**1267564**	**640597**	**626967**

KPIs by Sub Categories

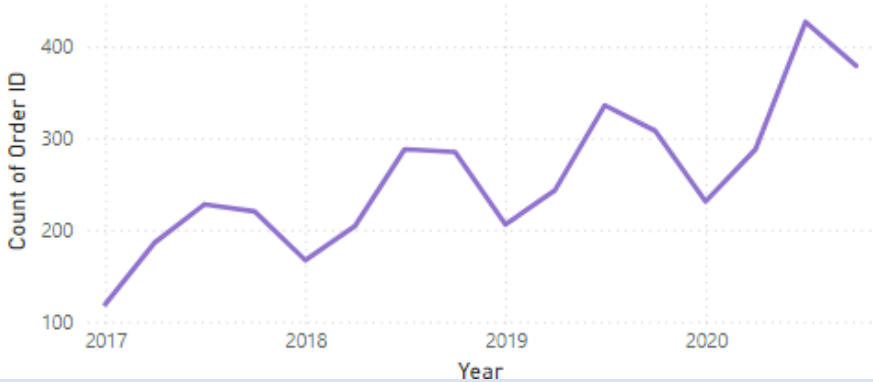


Business by Countries Served

Quantity Sold by Region



Total Orders by Qtr & Shipping Mode



1. What is the overall performance of sales, costs, and profits for the selected period?

1.3M	640.6K	627.0K
Sum of Sales	Sum of Cost	Sum of Profit

2. Which customer(s) contributed the most to sales and profits?

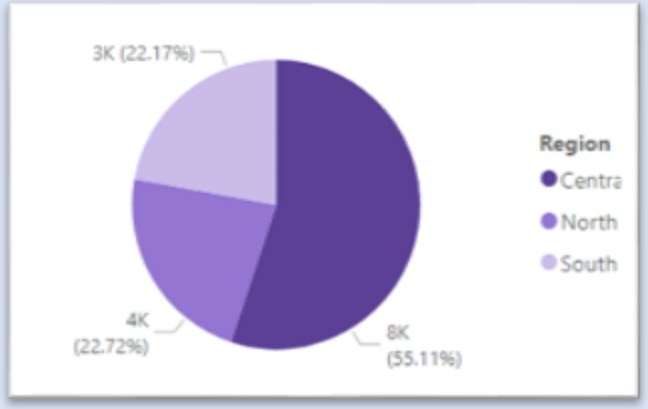
Lola Hughes	7623
Ashton Charles	5397

3. What are the most and least profitable sub-categories?

Sub-Category	Bookcases
Sum of Sales	273666
Sum of Profit	132297
Sum of Quantity	1313

Sub-Category	Labels
Sum of Sales	5594
Sum of Profit	2967
Sum of Quantity	635

4. How do sales vary by region, and what does this indicate about market demand?



Central region accounts for the largest share of sales (55.11%). This suggests that there is a **high demand** for the company's products in the Central region compared to the North (22.72%) and South (22.17%) regions.

5. How do different shipping modes impact sales or customer orders?

- **Economy shipping** consistently shows steady demand, appealing to cost-conscious customers.
- **Immediate shipping** sees spikes during peak seasons like holidays, indicating a preference for faster delivery during urgent times.

To maximize sales, the company should promote Immediate shipping during high-demand periods and maintain affordable options year-round for steady sales.

This SN Corp dashboard visualizes key metrics like sales, costs, and profits across different regions and customer segments. The workshop provided me with valuable techniques to create interactive and insightful dashboards using tools like Power BI.

A big thank you to Jathan Shah for his guidance.

Dataset:

https://docs.google.com/spreadsheets/d/1xHFGt1X9xO8_60FsU1KVA-uY7Ao5nqRA/edit?usp=drivesdk&ouid=107383263400790207504&rtpof=true&sd=true