

AdventureWork Bicycles

A DYNAMIC DASHBOARD FOR DRIVING PROFITABILITY

A 3-Part "Hub and Spoke" Analysis of Sales, Products, and
Team Performance

The Challenge: From Disconnected Data to Actionable Insights

► The Problem :

- Raw sales data was spread across 7+ disconnected CSV files.
- It was impossible to track key metrics like Profitability, Year-over-Year Growth, or Sales vs. Target.
- Leadership had zero visibility into salesperson or product performance.

► The Objective :

- To develop a comprehensive **Retail Sales & Performance dashboard**, built on a centralized data model, that provides actionable insights into key performance metrics (KPIs) and time-based trends. This enables stakeholders to effectively **monitor company-wide sales, analyze product profitability, and track team performance against targets.**

DATA

Google Drive :

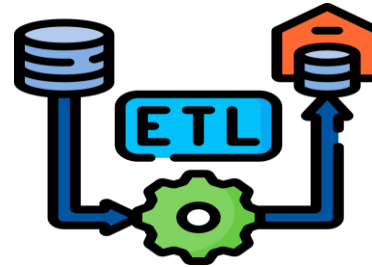
[Click Here](#)

Github :

[Click Here](#)

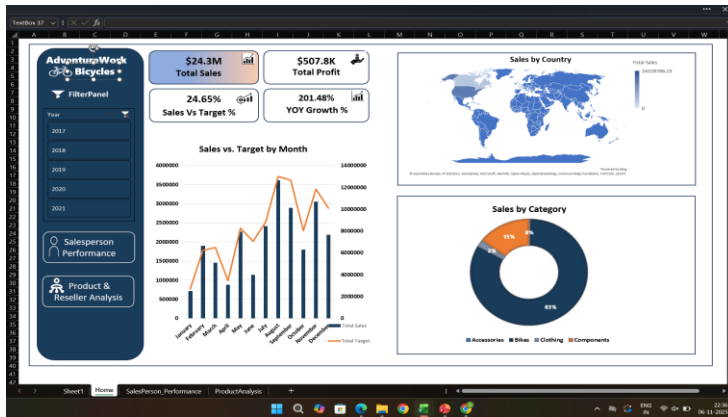
My Data Analyst Workflow

Raw Data



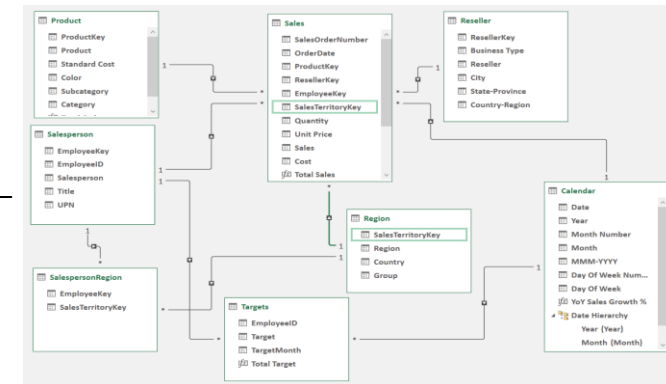
Power Query

Connected to 7 CSV files,
performed data cleaning,
and handled errors/nulls.



Data Analysis
Expression
(Formula)

Wrote custom DAX
measures like [YoY Sales
Growth %] and [Sales vs
Target %].

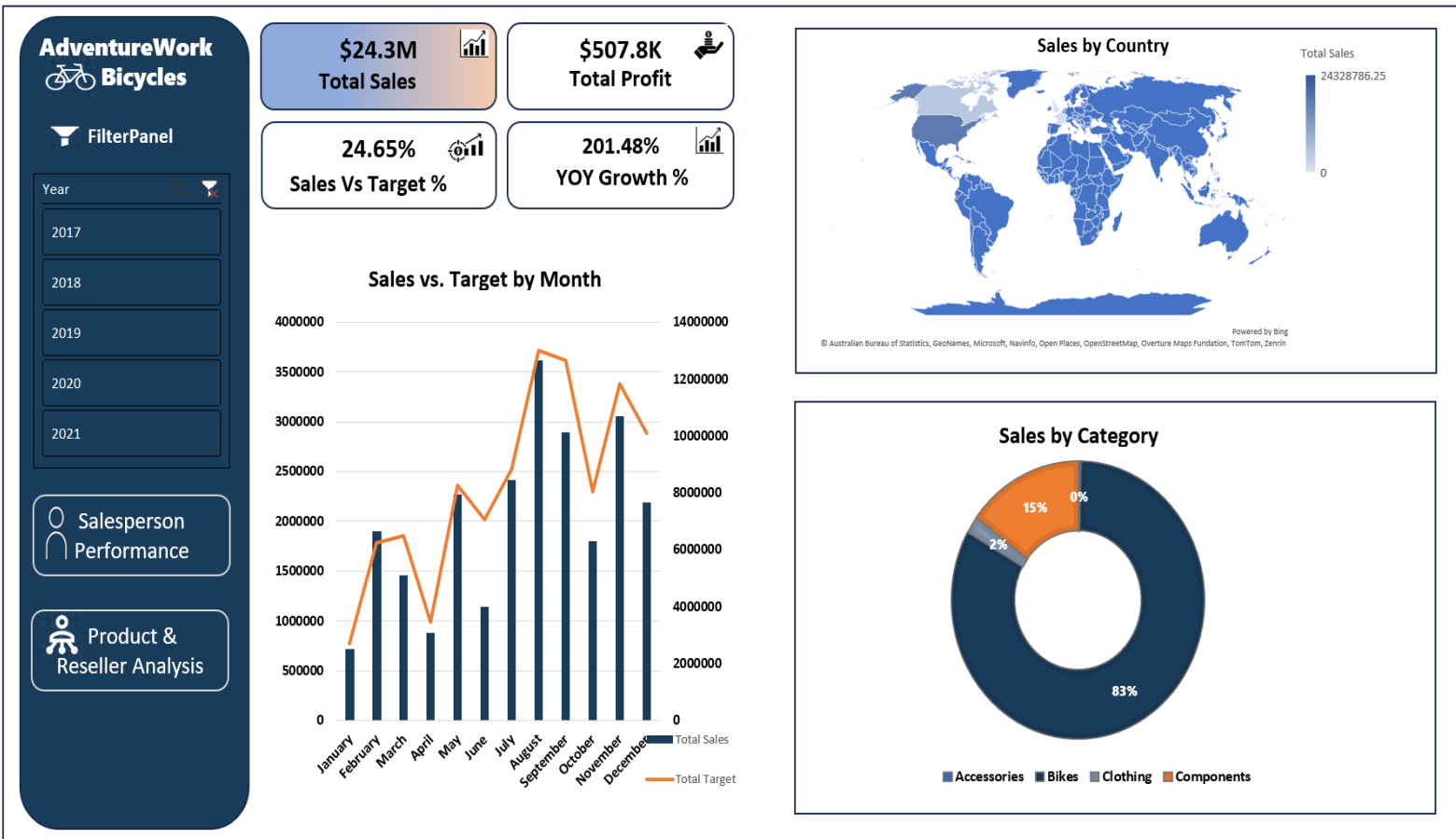


Power Pivot

Built 3 interactive dashboard sheets
connected with Slicers and navigation.

Built a 'Galaxy Schema' by linking 2 fact
tables and 5 dimension tables.

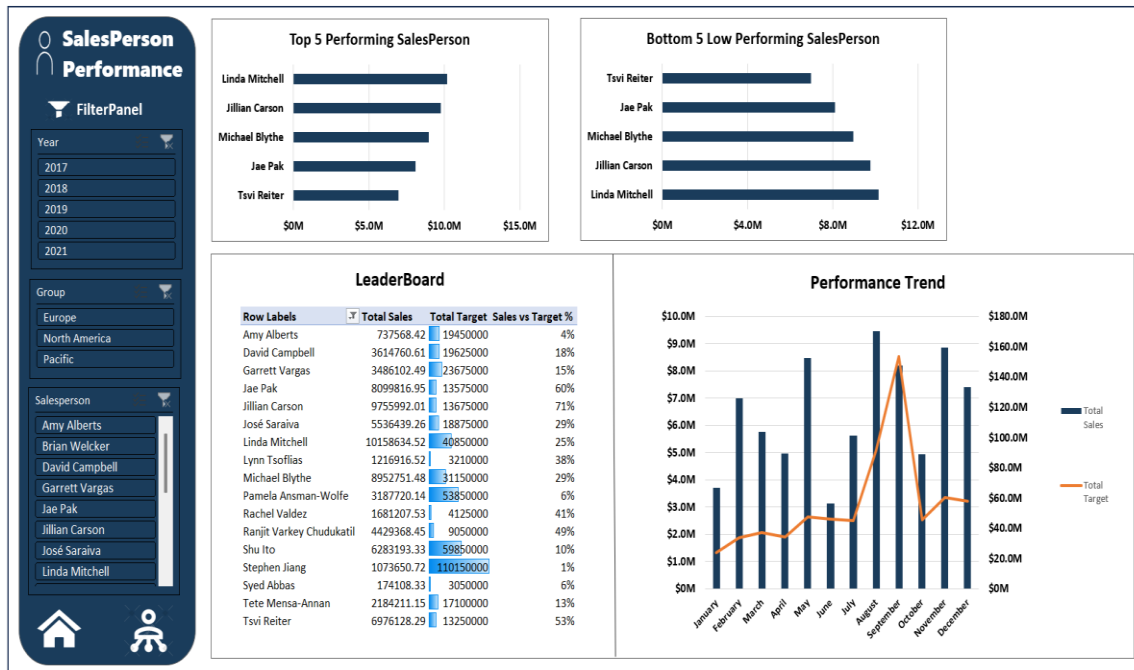
Hub: The 30,000-Foot Executive Overview



Key Features :

- Provides an at-a-glance health check of the entire business.
- Tracks high-level KPIs (Sales, Profit, Target %, YoY Growth)."
- Answers the key 'What' (Category) and 'Where' (Map) questions."
- Serves as the central navigation point for the report."

Spokes: Dashboards for Management



Sales Person Performance :

Audience: Sales Managers

Purpose: "Answers 'Who?' Ranks all reps against their targets to identify top and bottom performers."



Product & Reseller :

Audience : Product & Marketing Managers

Purpose : Answers 'What?' and 'Who?' Identifies the most profitable products and customer segments.

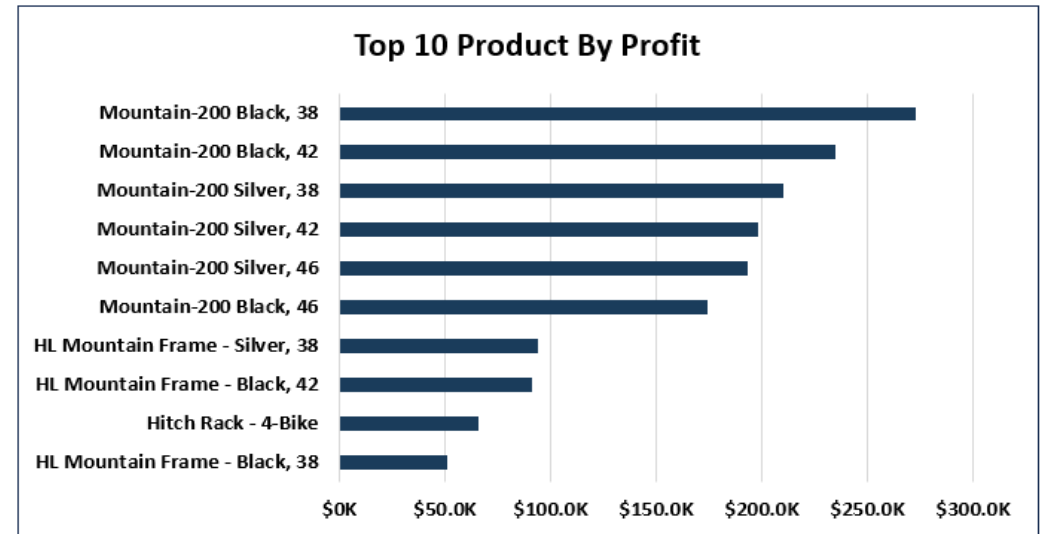
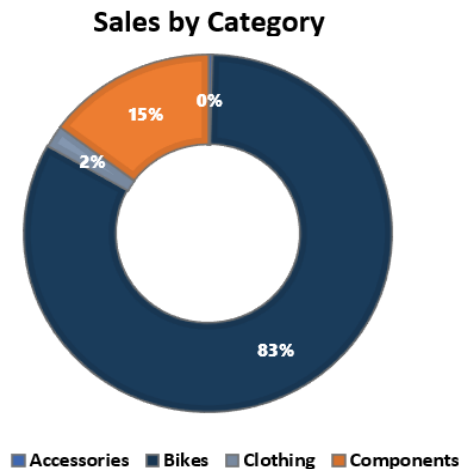
Finding: Our Sales Targets Are Unrealistic

LeaderBoard

Row Labels	Total Sales	Total Target	Sales vs Target %
Amy Alberts	737568.42	19450000	4%
David Campbell	3614760.61	19625000	18%
Garrett Vargas	3486102.49	23675000	15%
Jae Pak	8099816.95	13575000	60%
Jillian Carson	9755992.01	13675000	71%
José Saraiva	5536439.26	18875000	29%
Linda Mitchell	10158634.52	40850000	25%
Lynn Tsoflias	1216916.52	3210000	38%
Michael Blythe	8952751.48	31150000	29%
Pamela Ansman-Wolfe	3187720.14	53850000	6%
Rachel Valdez	1681207.53	4125000	41%
Ranjit Varkey Chudukatil	4429368.45	9050000	49%
Shu Ito	6283193.33	59850000	10%
Stephen Jiang	1073650.72	110150000	1%
Syed Abbas	174108.33	3050000	6%
Tete Mensa-Annan	2184211.15	17100000	13%
Tsvi Reiter	6976128.29	13250000	53%

- **The Finding :** My analysis of the SalesPerson_Performance dashboard revealed that **not a single salesperson is hitting 100% of their target.** The top performer is only at 71%.
- **The Business Impact :** This indicates the quotas are systematically unachievable, which leads to poor morale, high turnover, and bad financial forecasting.

Unlocking Profit in High-Margin Categories



- **The Finding :** "While 'Bikes' account for **81% of our sales**," my analysis of the Product_Analysis dashboard shows that "**Mountain Frames**" and "**Accessories**" are significantly more *profitable*."
- **The Business Impact:** "We are over-reliant on a low-margin category and are missing a key opportunity to increase profit by cross-selling

Actionable Recommendations

- We must **re-evaluate the sales quota methodology** for the next fiscal year. I recommend using this dashboard to set challenging but achievable data-driven goals.
- We should **launch a "cross-sell" campaign** to bundle high-profit 'Accessories' (like helmets and gloves) with every 'Bike' purchase.
- We must **shift marketing focus** to the high-profit 'custom builder' and 'hobbyist' market that buys high-margin frames and components.

Conclusion & Future Enhancements

Conclusion : This 3-part dashboard successfully transforms disconnected data into a single source of truth that empowers teams to make data-driven decisions

Next Steps :

- Migrate this data model into Power BI to create a cloud-based, auto-refreshing report.
- Integrate marketing spend data to calculate a true Customer Acquisition Cost (CAC) and ROI.

Connect With Me

I hope this analysis was insightful and I'd be happy to answer any questions you have. Let's connect.



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