



Sales Overview Analysis

STEPS IN PROJECT

- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ DAX Calculations
- ✓ Dashboard Background
- ✓ Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation



Power BI



Sales Overview Analysis

BUSINESS REQUIREMENT

Design a dynamic Power BI dashboard that tracks key metrics—Sales, Profit, and Quantity—across four regions: Central, East, South, and West. The dashboard should allow users to filter by year and dynamically switch between the three metrics (Sales, Profit, and Quantity). Additionally, it should include a comparison with the previous year's (PY) sales for the selected year.

KPI's Requirements

Central Region:

- Display Sales, Profit, and Quantity as per the selected year filter.
- Allow dynamic selection between Sales, Profit, and Quantity.
- Show Sales for the previous year based on the selected year.
- Create a bar sparkline for monthly data, including an average line for better trend analysis.

East Region:

- Display Sales, Profit, and Quantity as per the selected year filter.
- Allow dynamic selection between Sales, Profit, and Quantity.
- Show Sales for the previous year based on the selected year.
- Create a bar sparkline for monthly data, including an average line for better trend analysis.



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BUSINESS REQUIREMENT

KPI's Requirements

South Region:

- Display Sales, Profit, and Quantity as per the selected year filter.
- Allow dynamic selection between Sales, Profit, and Quantity.
- Show Sales for the previous year based on the selected year.
- Create a bar sparkline for monthly data, including an average line for better trend analysis.

West Region:

- Display Sales, Profit, and Quantity as per the selected year filter.
- Allow dynamic selection between Sales, Profit, and Quantity.
- Show Sales for the previous year based on the selected year.
- Create a bar sparkline for monthly data, including an average line for better trend analysis.



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BUSINESS REQUIREMENT

Chart's Requirements

Sales by State:

- Bubble Map: Display a bubble map to visualize sales distribution across different states. The size of each bubble should correspond to the sales volume, allowing users to quickly identify states with high or low sales.
- Bar Chart: Place a bar chart alongside the bubble map to provide a detailed breakdown of sales by state. This chart should allow for easy comparison between states, with bars sorted either in ascending or descending order of sales.

Create a table/grid to display key metrics for both current and previous years. The table should include the following columns:

- CY Sales: Current Year Sales
- PY Sales: Previous Year Sales
- YoY Sales: Year-over-Year Sales growth or decline
- CY Profit: Current Year Profit
- PY Profit: Previous Year Profit
- YoY Profit: Year-over-Year Profit growth or decline
- CY Qty: Current Year Quantity
- PY Qty: Previous Year Quantity
- YoY Qty: Year-over-Year Quantity growth or decline