

Sales and Profit Performance Dashboard

229K

Sum of profit

2M

Total Sales

29K

Sum of quantity

2M

Total market Volu...

ship_date

1/7/2019

6/24/2022

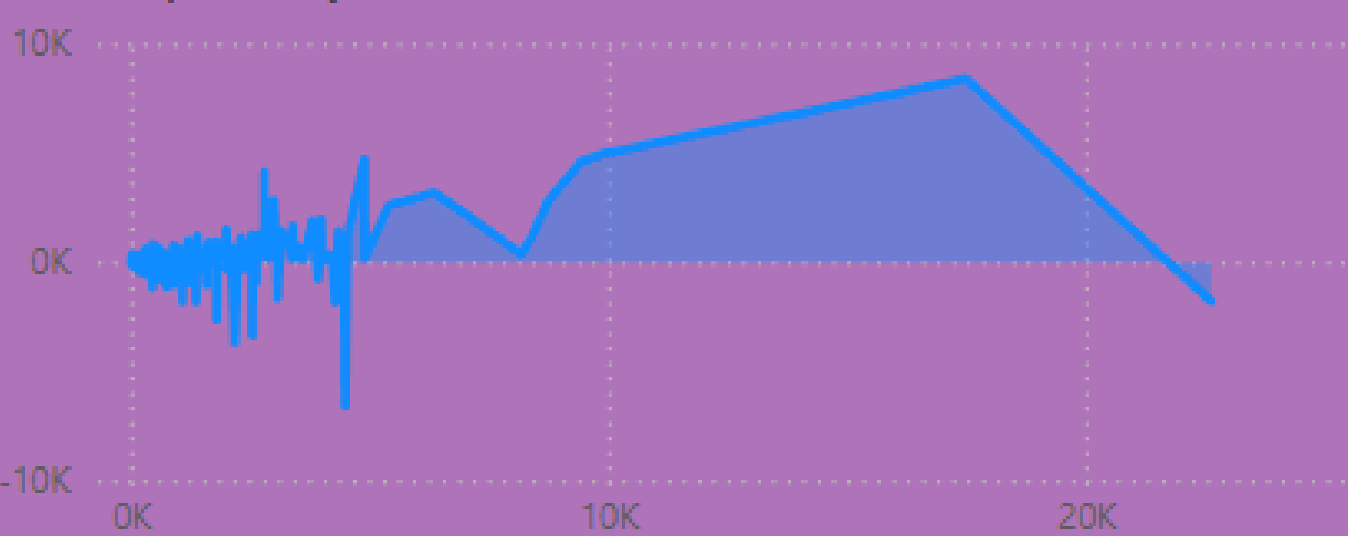
category

Furniture

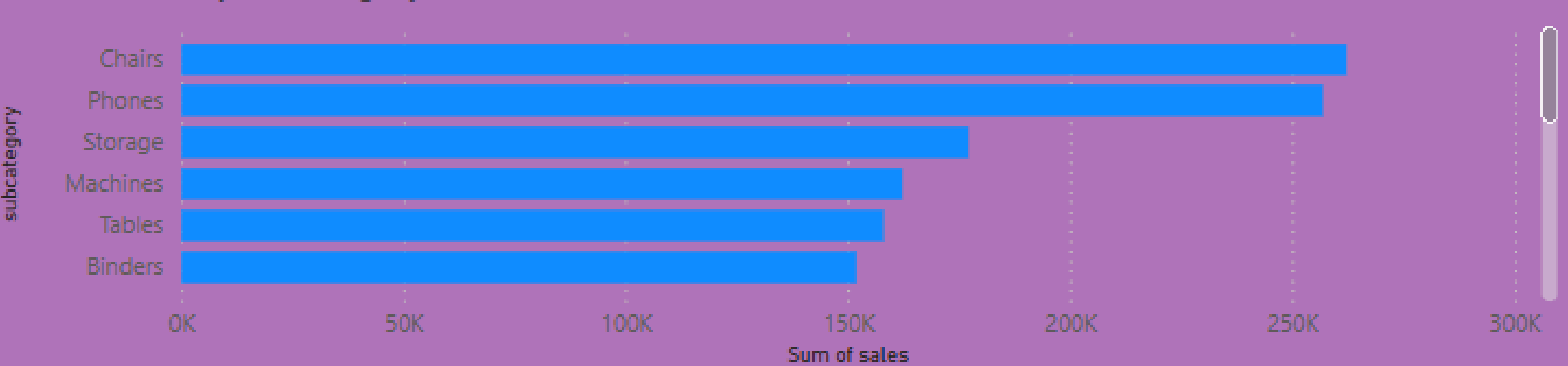
Office Supplies

Technology

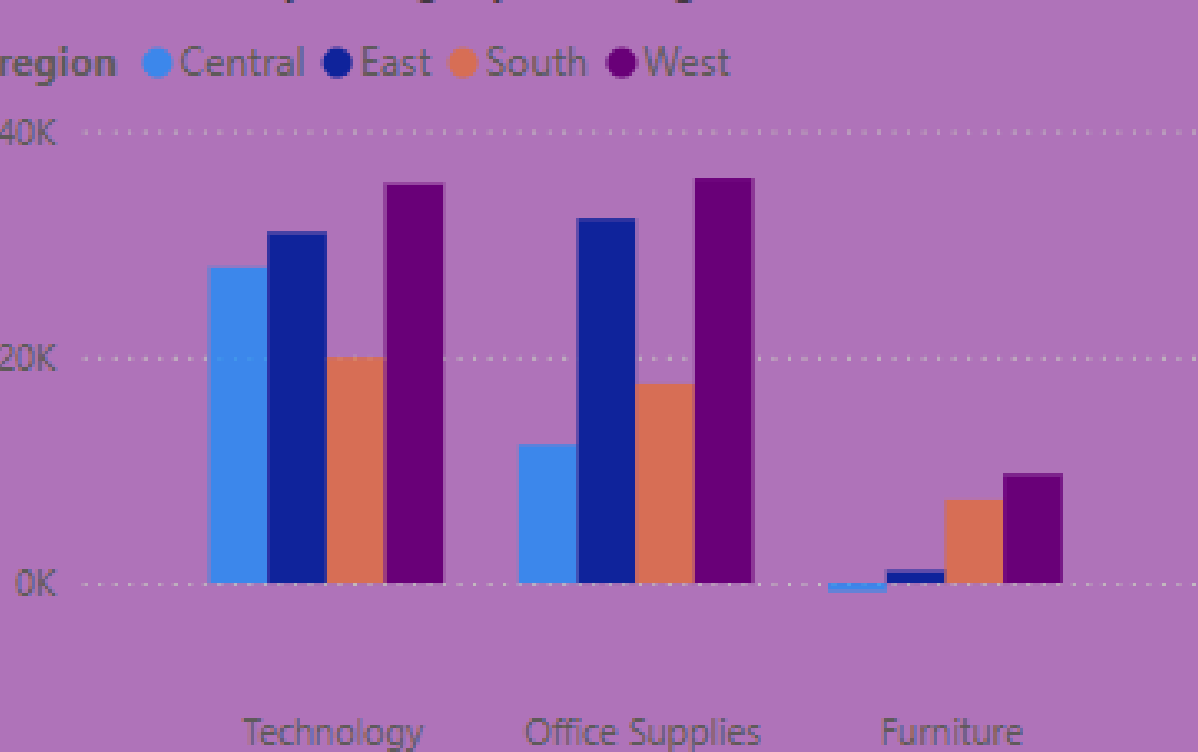
Sum of profit by sales



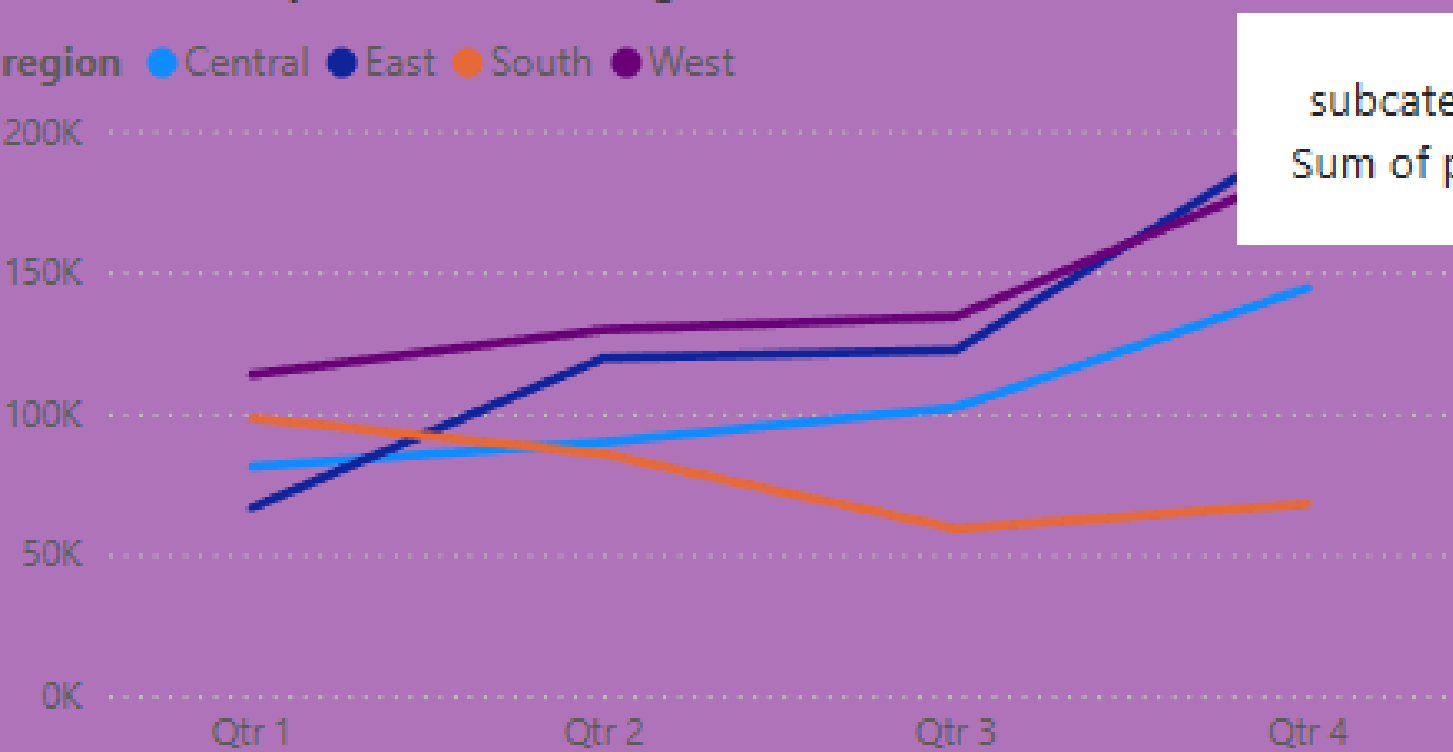
Sum of sales by subcategory



Total Profit by category and region



Total Sales by Quarter and region



Sum of profit by subcategory





Sales and Profit Performance Dashboard Project

This interactive Sales and Profit Dashboard is designed to provide a comprehensive overview of the company's sales and profit performance across different categories, subcategories, regions, and time periods. It captures critical metrics and presents them in a clean, user-friendly, and visually engaging manner.

Tools Used:

- Power BI:
To build the interactive dashboard with slicers, cards, bar charts, line charts, and treemaps.
- Data Modeling and DAX:
For creating calculated measures like total market volume and profit ratios.

Observations

Copiers contribute the highest total profit.

Their area is the largest, meaning this subcategory drives the biggest chunk of profit.


Accessories and Binders are also significant profit drivers.

They take up a sizeable portion of the treemap.

Phones generate noticeable profit, but less than Copiers.

Focus on Copiers:

They bring in the highest profit. Consider promoting them more, offering maintenance contracts, or bundling with accessories.

 Accessories and Binders perform well in profit despite being smaller-ticket items.

◆ Key Features:

KPIs at a Glance:

Total Profit: 285K

Total Sales: 2M

Total Quantity Sold: 38K

Total Market Volume: 3M

◆ Time Period:

Ship Dates spanning from January 2019 to January 2023.

Sales and Profit Analysis:

Category and Subcategory Analysis:

Breakdown of profit and sales by main categories like Furniture, Office Supplies, and Technology.

Drill-down into subcategories (e.g., Phones, Chairs, Tables) showing which products contribute most to revenue and profit.

Regional Performance:

Profit and sales analyzed across regions: Central, East, South, and West.

Identifies top-performing regions for each category.

Trend Insights:

Line charts show quarterly sales trends across regions, highlighting seasonality and growth patterns.

Profit vs Sales scatter plot to observe fluctuations and outliers.