Power BI Individual Project Report

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SALES PERFORMANCE REPORT

This project unveils a comprehensive Sales Performance Report of a Tech gadget selling company meticulously crafted in PowerBI. This dynamic report serves as a powerful tool, amalgamating various Key Performance Indicators (KPIs) and Key Result Areas (KRAs) to provide meaningful insights into the sales trajectory of the cutting-edge tech products.

What are KRA's/KPI's?

KRA (Key Result Area):

Key Result Areas are broad areas of responsibility within an organization where an individual or a team is expected to achieve significant results. KRAs are essentially the critical functions or strategic areas that contribute directly to the overall goals and success of the organization.

KPI (Key Performance Indicator):

Key Performance Indicators are specific, measurable metrics that quantify performance within the Key Result Areas. KPIs are used to assess how effectively an individual, team, or organization is achieving its objectives and meeting its goals.

Why Use KRA and KPI in Dashboards?

- **Strategic Alignment**: KRAs help align individual and team efforts with the broader organizational strategy. KPIs, when tracked in dashboards, provide a real-time view of progress toward achieving these strategic goals.

- **Focus on Critical Areas**: KRAs identify the most crucial areas for success. By breaking down these areas into specific, quantifiable KPIs, organizations can focus their attention on what matters most and allocate resources effectively.

- **Performance Measurement**: KPIs serve as measurable indicators of success or areas for improvement. Dashboards display these metrics visually, allowing for quick and easy assessment of performance at various levels within the organization.

- **Decision-Making**: Dashboards equipped with KRAs and KPIs enable informed decision-making. Managers and leaders can quickly analyze data trends, identify strengths and weaknesses, and make data-driven decisions to improve overall performance.

- **Continuous Improvement:** Regularly monitoring KPIs in dashboards facilitates a culture of continuous improvement. It enables organizations to identify successes, learn from failures, and make proactive adjustments to strategies and processes.

- **Communication and Accountability**: Dashboards provide a transparent view of performance throughout the organization. This fosters communication and ensures accountability as individuals and teams can track their progress in real-time.

- **Efficiency and Effectiveness**: By focusing on the most critical areas (KRAs) through specific metrics (KPIs), dashboards help organizations enhance both efficiency and effectiveness. Resources are directed toward activities that directly contribute to organizational success.

In essence, KRAs and KPIs, when integrated into dashboards, create a powerful management tool. They align efforts with strategic objectives, measure performance, inform decision-making, and foster a culture of continuous improvement within an organization.

ABOUT THE DATASET USED :

In this project we have used various KRA/KPI, but before discussing them lets look at the data that we have used to make this project. We have taken the sales data from Kaggle in which there are various tables which tell us about the overall sales of the company, its products and various other things.

The dataset has various tables namely, Sales_Data, Sales_Channel, Sales_Product, SalesProduct_SubCategory, Sales_Promotion, Sales_State.

Link to the Dataset :

To make KRA/KPI for this dashboard we have also made a "Dates" table which includes column, Date, Day of week, Day Name, Month, Month Number, Quarter and Year. This helps us to make real-time analysis using KRA and KPI.

Below are the **Relationship Model** of our Dataset tables :
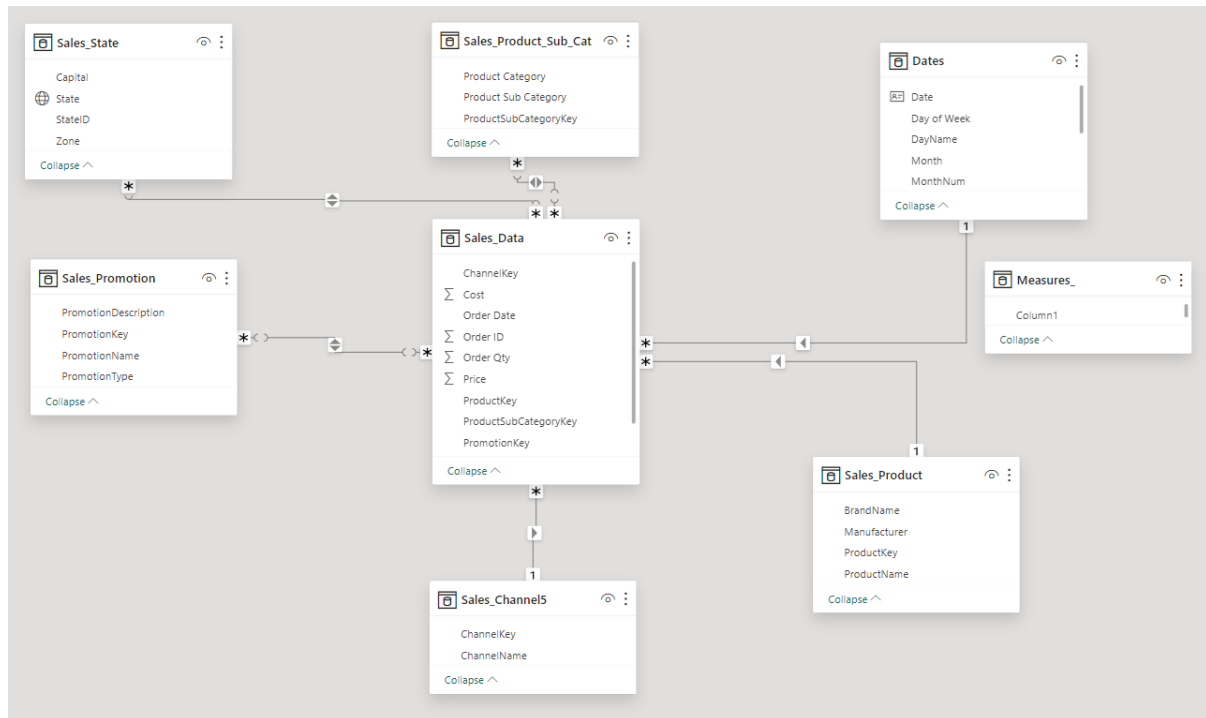
For making KRA/KPI's we have also made some **Measures** using mathematical calculations. The measures used are as follows:

1) Total Sales
2) Total Profit
3) Sales Last Year
4) Profit Last Year
5) Sales_YearOverYear%
6) Profit_YearOverYear%

Now let's discuss the KRA/KPI that we have included in the project :
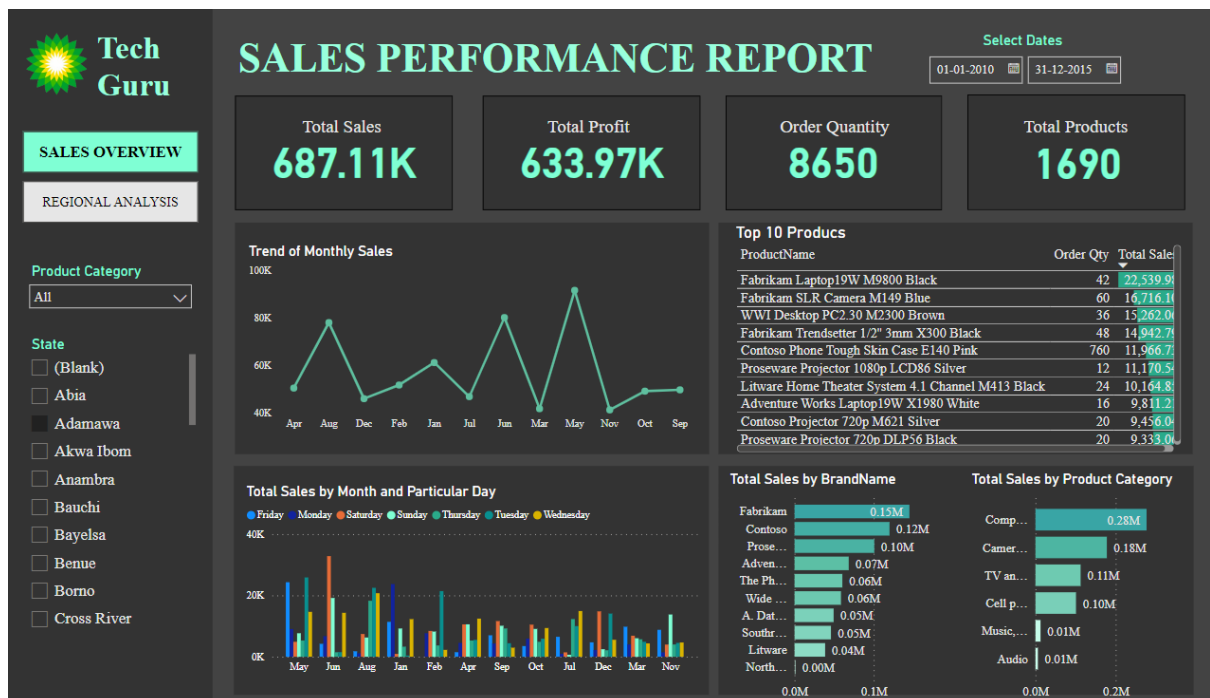
We have made the Total Sales which tells us about the total sales of the company. Next, we have made the Total Profit done by the company. Further, we have made the Order Quantity and Total Products sold by the company that are unique.

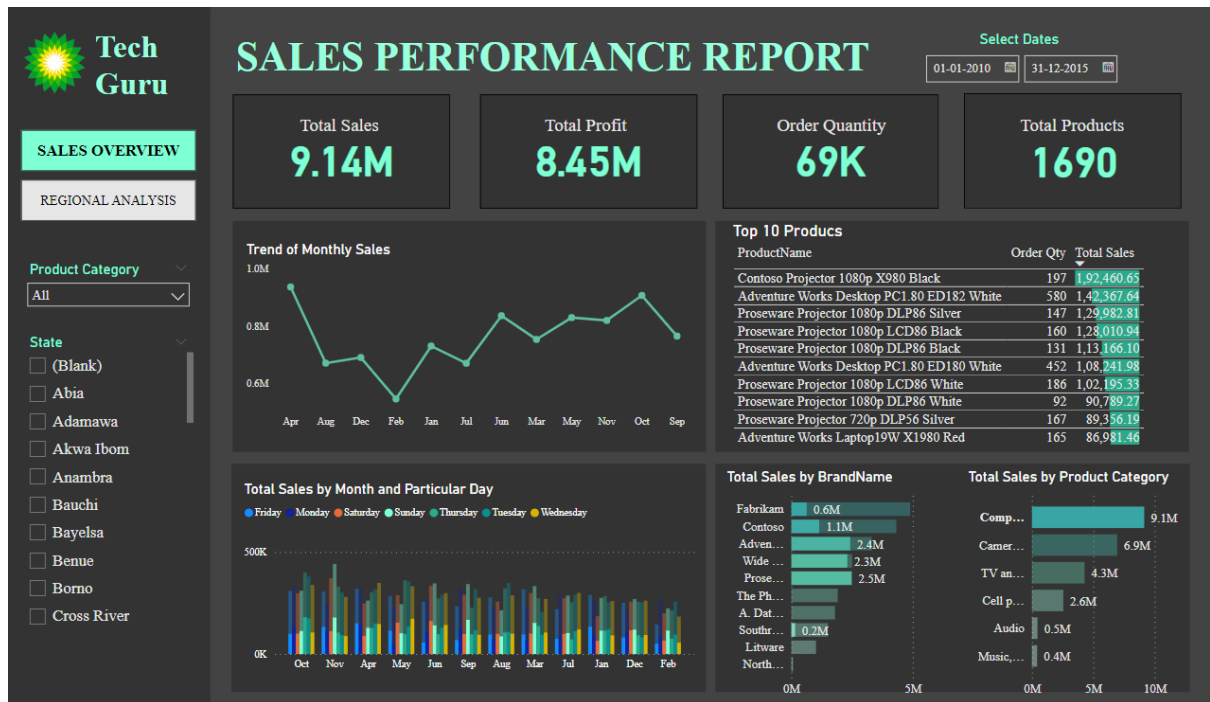## SNAPSHOTS OF THE SALES PERFORMING REPORT DASHBOARD
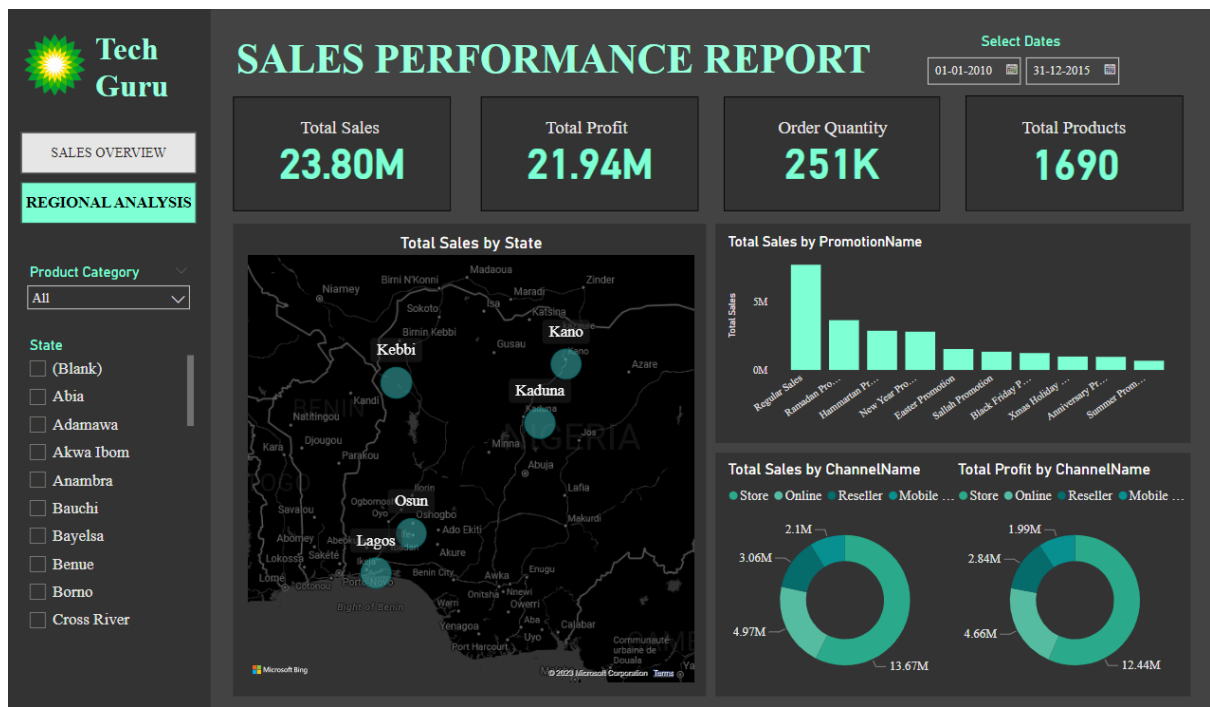
Sales Overview of Company
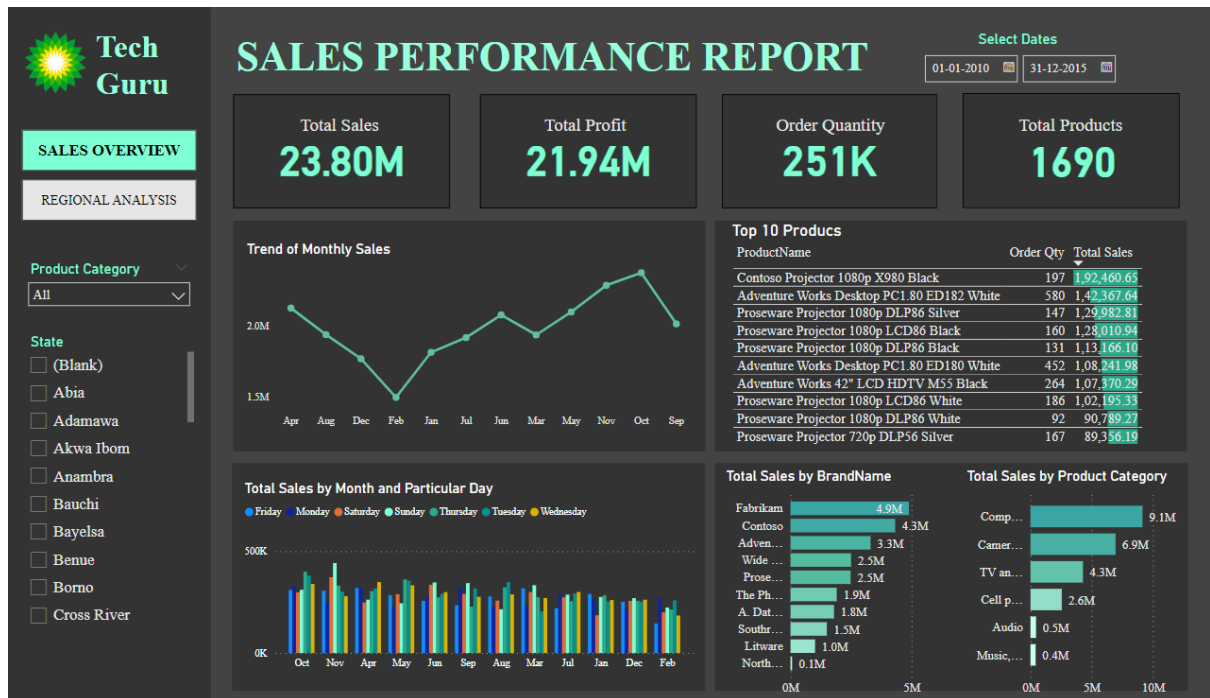
Sales Overview of Company for a Specific State (Adamawa)

Sales Overview of Company for a Particular Product (Computers)

Regional Analysis

THANKS AND REGARDS