

# Sales Dashboard | Overview

## Sales Dashboard Overview

Dashboard Type: Interactive, responsive, and dynamic business intelligence dashboard

Purpose: To provide a year-over-year (YoY) comparative analysis of sales performance across various dimensions-time, geography, product segment, and managerial contribution.

Time Frame: KPI Trend Overview comparing 2022 vs 2023

## Key Metrics and Highlights

### 1. Total Sales

- \$733K, with a YoY increase of 20.36%
- Visual: Line graph showing upward trend with key points marked

### 2. Total Profit

- \$93K, reflecting a YoY increase of 14.24%
- Visual: Fluctuating trend line comparing 2022 and 2023

### 3. Total Quantity Sold

- 12K units, with a YoY growth of 26.83%
- Visual: Positive upward slope indicating quantity increase

## Geographical Analysis

### Sales and Profit Distribution by States

- Bubble map of the U.S. showing:

- Circle size = Total sales value
- Color = Profit range (loss to high profit)
- California (CA) stands out with the highest sales and strong profit contribution
- Some states like Texas (TX) and New York (NY) show high sales but relatively lower profitability

## Segment-wise Monthly Sales Trends

Split into 3 customer segments:

1. Consumer - Peak in January (9.68K), steady throughout
2. Corporate - Consistent low to mid performance (peak: 4.64K)
3. Home Office - Low-performing segment (max: 4.00K in Dec)

Each section shows:

- Area charts
- Horizontal benchmark lines for comparative performance
- Clear monthly distribution for strategic planning

## Performance Deviation Insights

"States Above and Below the Sales Average"

- Dot plot shows which states outperform or underperform the national average in sales.

"States Above and Below the Profit Average"

- Similar chart for profitability deviation

These allow quick identification of high and low performers for resource reallocation or targeted support.

## Managerial and Regional Contribution

### Total Sales by Location and Manager

- Horizontal bar chart per manager (e.g., Sadie Pawthorne, Fred Suzuki)
- Region-wise color coding:
- West (Highest): \$250K
- East: \$213K
- Central: \$147K
- South (Lowest): \$123K

This breakdown supports performance reviews and regional strategy decisions.

### Responsiveness & Dynamic Nature

- The dashboard is responsive, adapting smoothly to various screen sizes or devices-ideal for on-the-go insights via laptops, tablets, or smartphones.
- It is dynamic, meaning:
- Charts and KPIs update based on filters or time range selections
- Interactive components (e.g., hovering, dropdowns, drill-downs)
- Allows selection of measures (e.g., Sales, Profit, Quantity) to adjust visualizations accordingly

### Key Takeaways

- Strong overall sales growth YoY, especially in quantity
- California leads in sales and profitability
- Consumer segment remains dominant, while Home Office needs strategic attention

- West region and Sadie Pawthorne are top contributors to revenue
- Actionable regional and segment insights for targeted decision-making