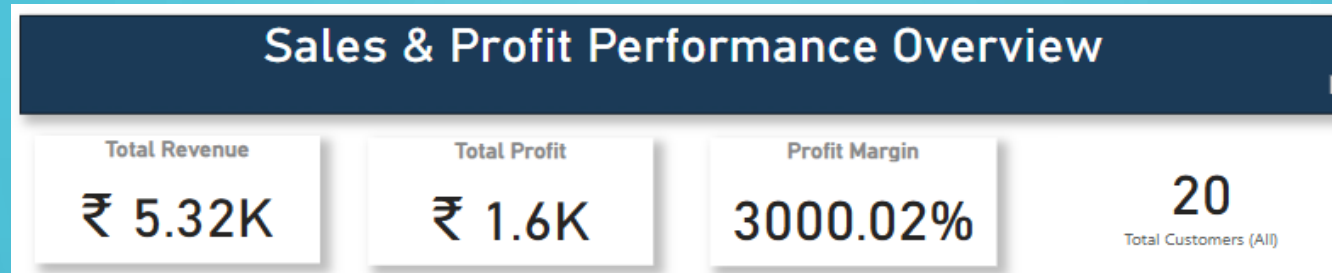


# SALES & PROFIT PERFORMANCE DASHBOARD

SALES & PROFIT PERFORMANCE DASHBOARD

BY K.SION RANI





To design an interactive Power BI dashboard for stakeholders to analyze sales, profit, and customer performance over time and regions.

# TOOLS & TECHNOLOGIES

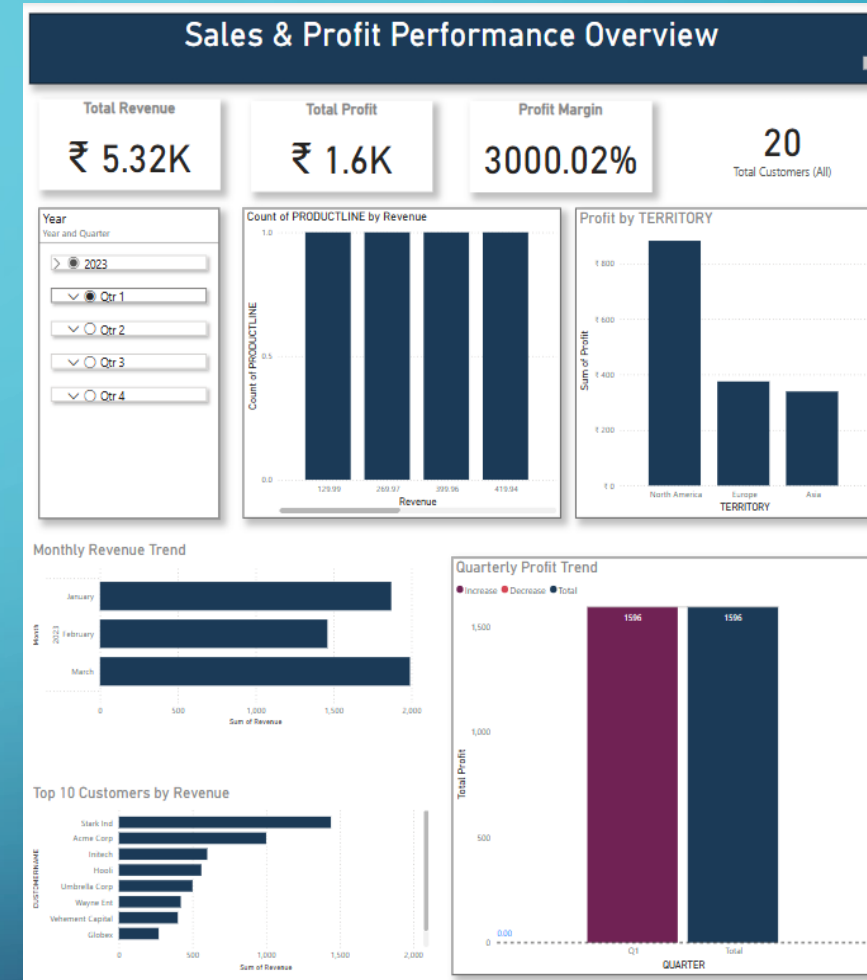
- Power BI Desktop
- DAX Measures
- Power Query
- Bar & Column Charts, Card Visuals, and Slicers



Power BI

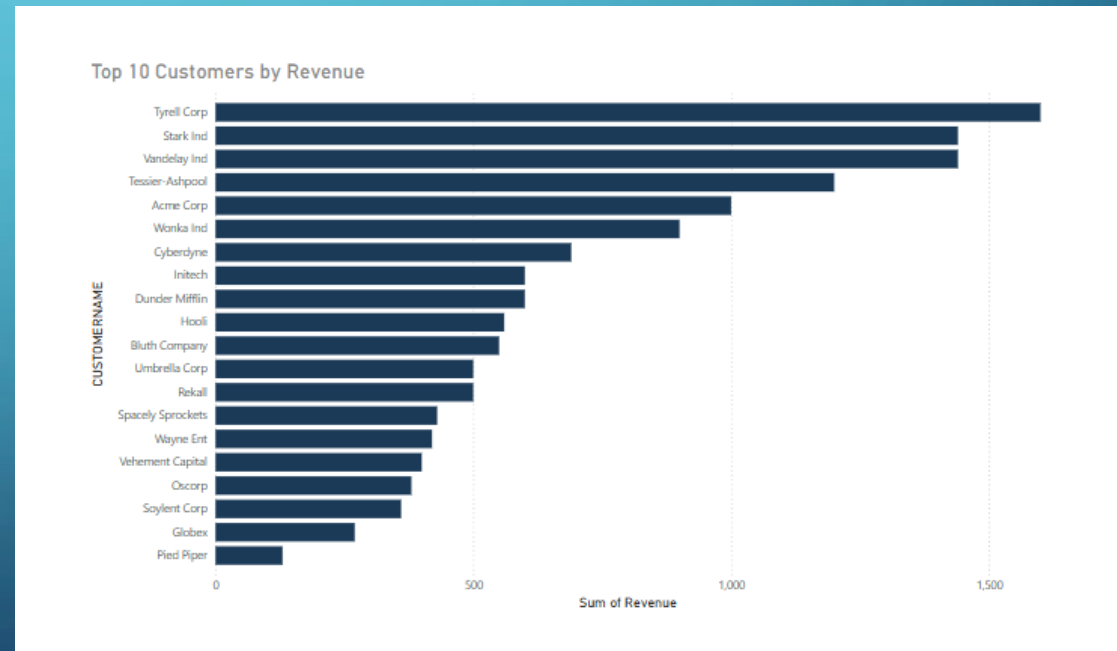
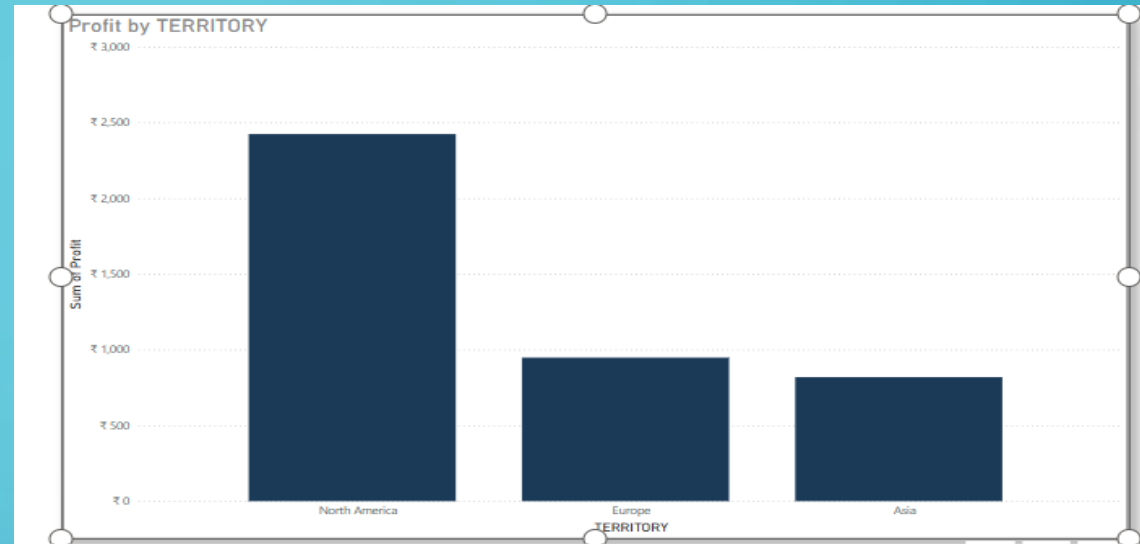
# DASHBOARD LAYOUT EXPLANATION

- The layout is divided into KPI Cards, Time & Region Filters, Revenue/Profit Visuals, and Trend Analysis.
- **Sections:**
- **Top:** KPIs
- **Left:** Filters (Quarter)
- **Middle:** Revenue by Product Line, Profit by Territory
- **Bottom:** Monthly Trend, Quarterly Trend, Top Customers



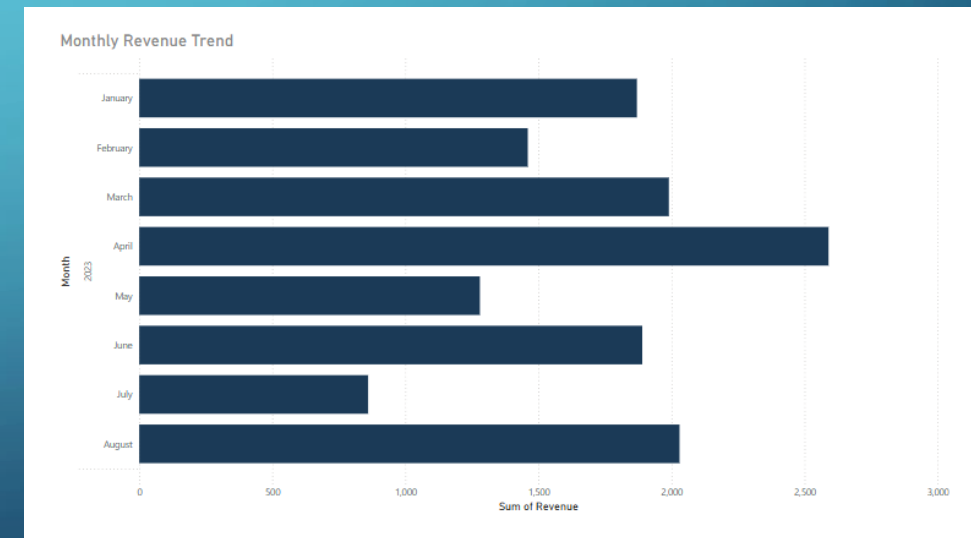
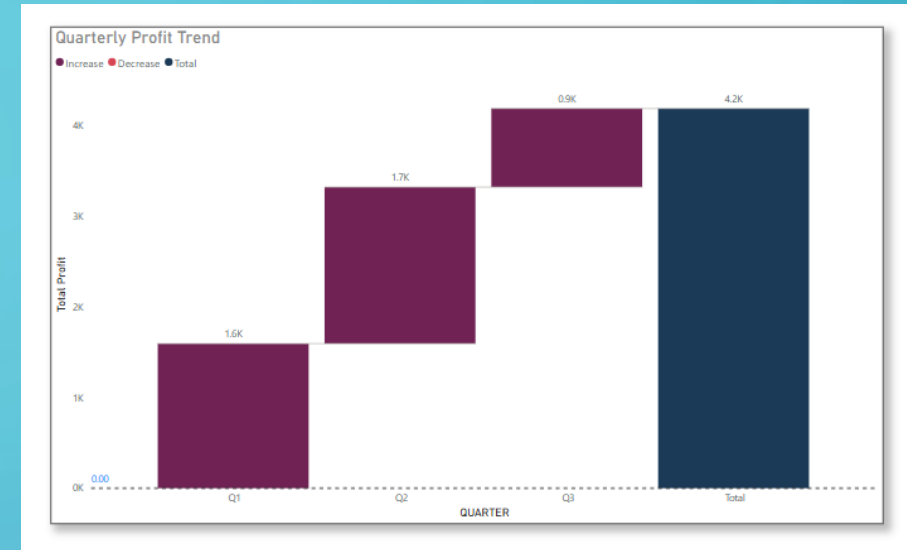
# INSIGHTS & KPIS

- 💰 Total Revenue: ₹2.89K
- 📈 Total Profit: ₹866.97
- 📊 Profit Margin: 3000.04%
- 👤 Customers: 20
- 🌐 Top Territory: North America
- 📅 Best Month: August
- 🏢 Top Customer: Tyrrell Corp




# TRENDS & TIME ANALYSIS

- Time-series analysis reveals growth patterns across months and quarters. Q3 shows the highest profit of ₹867.
- Q3 shows the highest profit of ₹867.



# INTERACTIVITY & FILTERS

- Users can filter data using the slicer for Quarters (Q1–Q3) to dynamically update all visuals in real-time.
- **Quarter Slicer:** Allows users to filter the entire dashboard by Q1, Q2, or Q3.
-  **Dynamic Visuals:** All charts update instantly based on slicer selection for real-time exploration

Year

Year and Quarter

> ☒ 2023

▼ ☒ Qtr 1

▼ ☐ Qtr 2

▼ ☐ Qtr 3

▼ ☐ Qtr 4

# CONCLUSION

- The dashboard effectively communicates key business metrics. It supports smarter decisions by offering a detailed, filterable view of performance over time, regions, and customers

