Sales Performance Dashboard – Power BI Report

Objective: Design an interactive dashboard for business stakeholders to analyze sales performance and profits.

Tools Used: Power BI Desktop

Dataset Description:
- OrderID – Unique order number
- OrderDate – Order date (monthly)
- Region – Sales region (North, South, East, West)
- Product – Product category
- Sales – Revenue in USD
- Profit – Profit earned for sale

Dashboard Components:
- Top KPIs: Total Sales, Total Profit, Profit Margin %, Sales Growth %
- Sales and Profit Trend over time (Line Charts)
- Sales by Region (Bar Chart)
- Profit by Product (Column Chart)
- Slicers for Region, Product and Date
- Consistent Color Theme

Business Insights:
- Identify top-performing regions and products
- Analyze monthly sales growth and profitability
- Provide key performance trends for decision making

This PDF accompanies the Power BI Dashboard deliverable.