Power BI Dashboard Project Overview

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# Д Project Name:

Sales & Financial Performance Dashboard

# 📝 Project Description:

This dashboard provides a comprehensive overview of sales and profit performance across different customer segments, products, and regions. It enables decision-makers to track key business metrics, understand trends, and identify areas for improvement. Built using sample financial data, the dashboard showcases effective data modeling, DAX calculations, and visual storytelling techniques.

# 🛠 Tools & Techniques Used:

* Power BI Desktop
* DAX (Data Analysis Expressions)
* Power Query for data transformation
* Excel (for input data source)

# Q Key Features & Insights:

* ⬛➚#Z Tracks Total Sales, Profit, Manufacturing Costs over time
* 🗂 Breaks down sales by segment (Government, Small Business, Enterprise)
* ●?ښ Shows geographic performance of units sold by country
* ݔ⬛¡|#ݖ Identifies most and least profitable products
* ⬛\_]¸៘ª Analyzes sales and profit trends by month and year

# Visuals & Their Business Benefits:

•?¸v⡊⡉⡏Ç **Visual Type** ˆ഻ാഽç† **Description** ⬛ݔ#ݖ|¡ **Business Insight /**

**Outcome**

KPI Cards Displays Total Sales, Profit, Manufacturing Cost, etc.

Quick summary of key metrics for top

Treemap (Segment Sales) Visualizes sales

contribution by segment

management

Identify high-value customer segments

Pie Chart (Sales by Discounts)

Scatter Plot (Profit vs. Sales by Product)

Map (Units Sold by Country)

Bar Chart (Profit by Product)

Distribution of sales based on discount levels

Product performance comparison

Geographic sales performance

Highlights profit per product

Understand how discounting impacts total sales

Find high-profit and low- performing products

Identify strong and weak international markets

See which products are most/least profitable

Line Chart (Sales over Time)

Monthly sales trend Detect seasonal trends and

growth spikes

# 🎯 Purpose of the Project:

The primary goal of this dashboard is to demonstrate data analysis, reporting, and visualization capabilities using Power BI. It helps showcase real-world business intelligence use cases, such as tracking KPIs, improving product strategy, and aligning sales efforts with performance goals.