

Corporate Dashboard - Detailed README

Overview

This interactive Power BI dashboard provides a comprehensive and visual analysis of corporate sales data across various dimensions. It allows stakeholders to monitor key metrics such as sales, cost, and profit, track performance over time, analyze customer behavior, and evaluate regional performance.

Date & Filter Options

- Order Date Range: From January 1, 2017, to December 31, 2020.
- Ship Modes Available:
 - Economy
 - Economy Plus
 - Immediate
 - Priority

These filters allow users to customize the data view for detailed analysis and time-specific trends.

KPI Highlights

Metric	Value
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Sum of Sales	1.3M
Sum of Cost	640.6K
Sum of Profit	627.0K

These figures reflect total performance metrics for the selected date range and filter criteria.

List of Company Customers

The dashboard includes a data table listing:

- Customer Name
- Sum of Sales
- Sum of Cost
- Sum of Profit

This enables the identification of high-value customers and analysis of individual contributions to profit.

KPIs by Sub-Categories

A bar chart visualizes the sum of sales across various product sub-categories such as:

- Bookcases
- Chairs
- Appliances
- Storage
- Copiers
- Phones
- Others

This helps in pinpointing top-performing product categories and optimizing inventory.

Geographic Distribution

The Map Visualization shows:

- Countries served by the business.
- Locations of business operations or customer reach.

This view offers insights into international market penetration and country-level performance.

Regional Sales Distribution

The Pie Chart breaks down sales quantities by region:

- Central: 8K (55.11%)
- North: 3K (22.17%)
- South: 4K (22.72%)

This assists in evaluating sales coverage and identifying potential markets for growth.

Time Series - Total Orders

The line chart illustrates the total number of orders placed by:

- Year
- Quarter

Trends from 2017 to 2020 show seasonality, order growth, and business stability over time.

Output Snapshot

Below is a snapshot of the Power BI dashboard for reference and visualization.

![(Dashboard Output)](72eceed9-bea5-4732-b819-1e7af4410dba.png)

File Details

- Dashboard Source: Power BI
- File Type: .pbix (not included here)
- README: Describes functionalities, filters, KPIs, and visualization insights

Insights & Business Use

This dashboard is ideal for:

- Executives reviewing performance
- Marketing teams analyzing customer value
- Regional managers exploring geographic sales
- Product managers identifying top product categories

It empowers data-driven decision-making across business units.

