Financial Performance Dashboard (2013–2014)

Title: Financial Performance Dashboard (2013–2014)

Subtitle: Designed using Power BI for business stakeholders

Objective:

Provide interactive insights into sales, profit, and manufacturing trends across countries and segments to support strategic decision-making.

KPI Selection & Data Scope

- Key Metrics Tracked:
- Total Sales Price
- Total Profit
- Units Sold
- Manufacturing Price
- Data Scope:
- Time Period: 2013–2014
- Dimensions: Country, Segment, Product Name, Discount Band

Dashboard Features

Visual Elements:

- KPI Cards for quick overview
- Line chart for monthly sales trends
- Bar charts for segment and country breakdown
- Pie & donut charts for distribution analysis

Interactivity:

- Slicers for Year, Product Name, Discount Band, Segment, Country
- Tooltip insights and dynamic filtering

Design Choices:

- Consistent color theme
- Clean layout: KPIs on top, filters on left, visuals centered

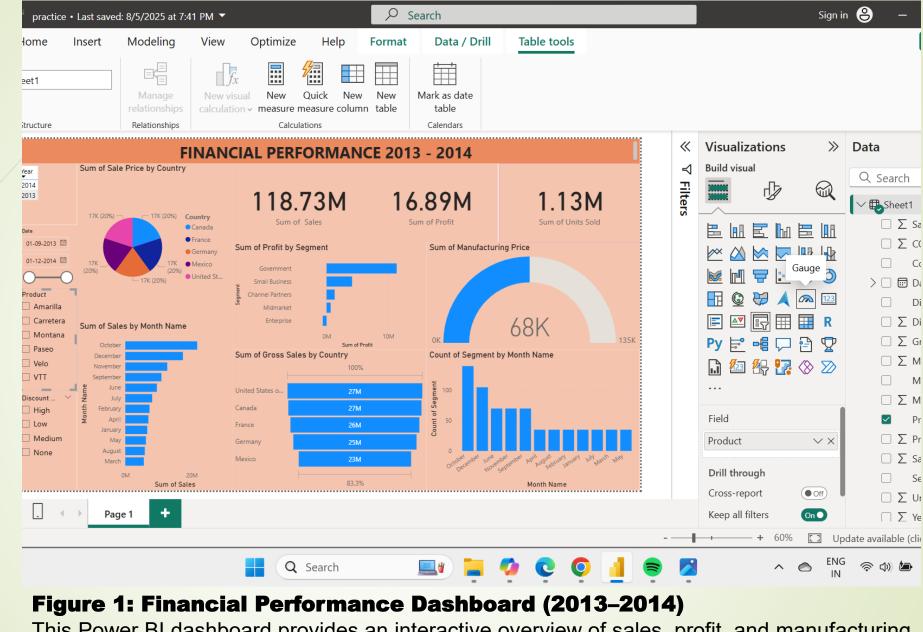
Key Insights & Business Impact

Insights:

- Enterprise segment leads in profit
- Sales peak in Q4 2014
- US dominates in gross sales
- High discount bands correlate with lower profit margins

Business Value:

- Enables performance tracking and trend analysis
- Supports pricing and discount strategy decisions
- Identifies high-performing regions and customer segments



This Power BI dashboard provides an interactive overview of sales, profit, and manufacturing metrics across countries and segments, enabling stakeholders to explore trends and performance insights dynamically.