Sales Performance Dashboard

End-to-End Data Visualization & KPI Analysis

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$12.6M — Total Sales

178K — Total Quantity

$504.99 — Avg Sales per Order

$8M — Sales LastYear

51.5% — Sales Growth %

Total Profit and Total Quantity by Region

Central · North · North A... · South · Central ... · Oceania · West · East · Africa

Total Sales Trend (2011–2014)
Total Sales and Total Profit by Year, Quarter and Month Name

$99K · $91K · $117K · $146K · $147K · $116K · $215K · $208K · $199K · $290K · $298K · $334K · $136K · $163K · $101K · $161K · $145K · $208K · $256K · $303K · $289K · $253K · $324K · $338K · $199K · $199K · $167K

Total Profit and Total Quantity by Order Date

1/1/2011 · 1/2/2011 · 1/3/2011 · 1/4/2011 · 1/5/2011 · 1/6/2011 · 1/7/2011 · 1/8/2011 · 1/9/2011

Total Sales, Total Profit and Total Quantity by Product Name

Product Name	Total Sales
Apple Smart Pho...	$87K
Cisco Smart Pho...	$76K
Motorola Smart ...	$73K
Nokia Smart Pho...	$72K
Canon imageCL...	$62K
Hon Executive Le...	$58K
Office Star Execu...	$51K
Harbour Creatio...	$50K
Samsung Smart ...	$49K
Nokia Smart Pho...	$48K

Project Overview

This project showcases an end-to-end Power BI solution designed to transform raw sales data into actionable business intelligence.
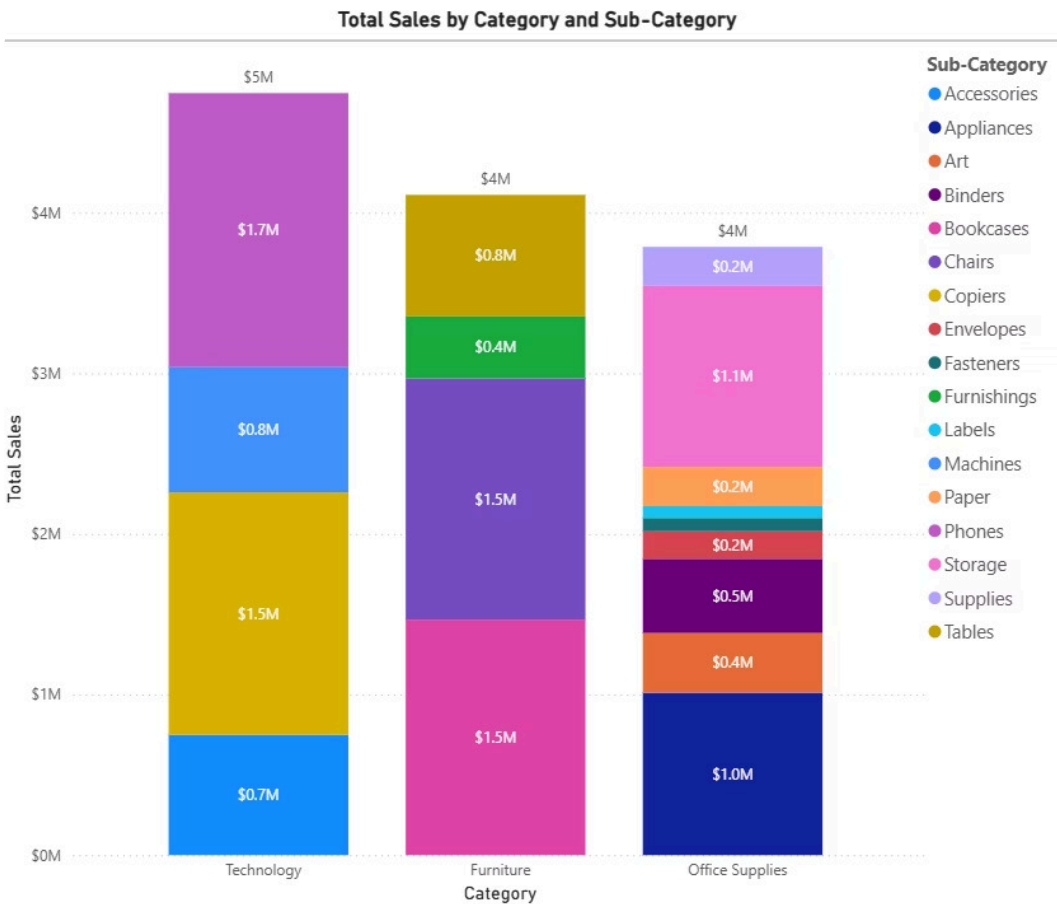
Objective

To design an interactive Power BI dashboard providing key insights into sales, revenue, and performance metrics.

Data Source

Comprehensive sales data from multiple regions and product categories, ensuring a holistic view of operations.
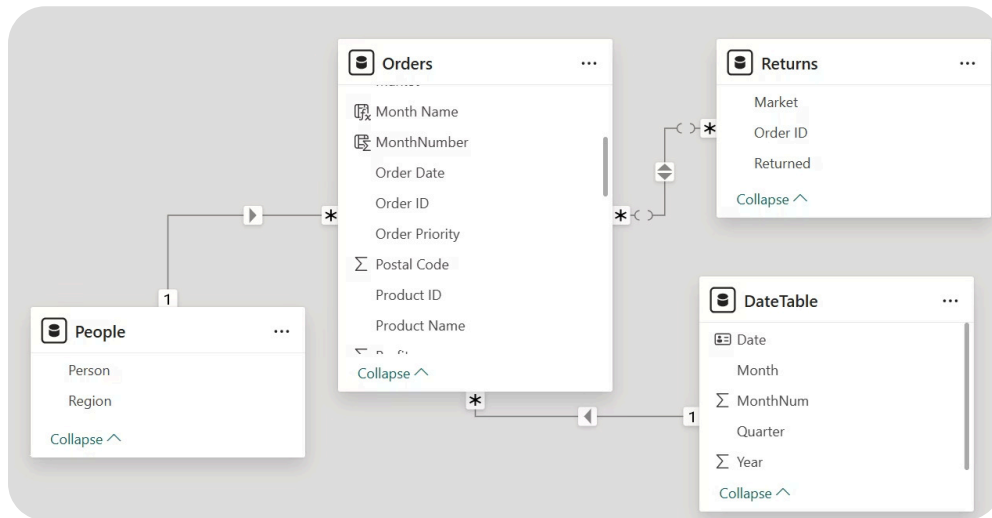
Tools Utilized

Leveraged Power BI for visualization, Excel for initial data cleaning and preparation, and DAX for custom measures.

Total Sales by Category and Sub-Category

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Technology: $5M ($1.7M, $0.8M, $1.5M, $0.7M)
Furniture: $4M ($0.8M, $0.4M, $1.5M, $1.5M)
Office Supplies: $4M ($0.2M, $1.1M, $0.2M, $0.2M, $0.5M, $0.4M, $1.0M)

Before vs. After Transformation

Witness the dramatic shift from static, unwieldy data to an intuitive, interactive dashboard.

Before: Model View

After: Interactive Power BI Dashboard

Dashboard Highlights

The Power BI dashboard is designed with key features to enable robust sales analysis and provide immediate actionable insights.

Dynamic KPI Cards
Visualize Total Sales, Total Orders, and Revenue Growth at a glance, providing critical real-time performance indicators.

Category-wise Contributions
Interactive donut charts display sales contributions by category, enabling quick identification of top-performing product lines.

Intuitive Filters & Slicers
Seamlessly filter data by Region, Date range, and Product category for customized views and targeted analysis.

Enhanced Drill-down Analysis
Deep dive into specific data points, uncovering granular insights for more informed strategic decision-making.

Insights & Impact

This Power BI dashboard unlocked significant insights, driving strategic decisions and enhancing operational efficiency.

Optimized Sales Strategies

Identified top-performing regions with 20% higher sales than the average, allowing for targeted resource allocation and market expansion efforts.

Forecasting Seasonal Demands

Discovered clear seasonal product demand patterns, enabling optimized inventory management and proactive marketing campaigns.

Empowered Stakeholders

Significantly improved data accessibility and comprehension for non-technical stakeholders, fostering data-driven decision-making across departments.

Conclusion: Driving Data-Driven Decisions

This Power BI project successfully transformed raw business data into a visually interactive and insightful dashboard. Key performance indicators (KPIs) were clearly presented through clean visualizations such as donut charts, cards, and trend graphs, enabling quick decision-making. The dashboard highlights essential metrics, uncovers patterns, and supports data-driven strategies for improved business performance. The final product demonstrates strong skills in data modeling, visualization design, and storytelling with data.

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