



SALES PERFORMANCE REPORT



Instructions



Overview



Analysis by Dimension



State Analysis



Infuencers Analysis



Decomposition Tree



Correlations Analysis



Executive Summary

Power BI Visualization - Report

This Power BI report offers a comprehensive **visual analysis of business performance** from **January 2014 to December 2017**, delivering dynamic insights through interactive charts, KPIs, and trend indicators.

Key Metrics Covered:

- Quantity Sold
- Customers & Orders
- Avg. Orders per Customer
- Sales Revenue & Profit
- Profit Margin

Reporting Period: January 2014 – December 2017

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How to Navigate and Explore This Report

A guide to using **slicers**, **drill-downs**, **buttons**, and **interactivity** for deeper insight discovery.



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Welcome! This guide will help you navigate the report, interact with visuals, and interpret key insights with ease.

1. Slicers & Drill-Down (▼ / ▲)

Use **slicers**, located on the left or top of the page, to filter by **Year** and **business attributes** (Category, Region, Segment, etc.).

To select multiple values in the case of the Year slicer, hold the Ctrl key while clicking.

Use the **▼ / ▲ drill controls** (top-left corner of the visual) on charts that support time-based exploration to drill down from **Year to Quarter or Month** or view aggregated levels.

2. Navigation and View-Switching Buttons

Use the **left-hand buttons** to move between different report pages such as: Overview, Regional Analysis, Efficiency Analysis, Executive Summary, etc.

On selected pages, use the **top toggle buttons** to switch between:

Performance View: Sales, Profit, Quantity, etc.

Efficiency View: Profit per Customer, Orders per Customer, Units per Customer, etc.

These toggle buttons leverage **bookmarks** to switch visual layouts dynamically.

3. Interactions (Click-to-Explore)

Click on any chart element to highlight related data across other visuals. Example: Clicking a region will filter all charts to show only data for that region.

Right-click any visual for more options: *Show as a table, Summarize, Analyze, or New visual calculation.*

Hover over data points to reveal tooltips with some details (in some cases).



Performance Metrics Overview

→ Efficiency

Filter by Year: All

Select all

2014

2015

2016

2017



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Executive Summary

793
of Customers

5009
of Orders

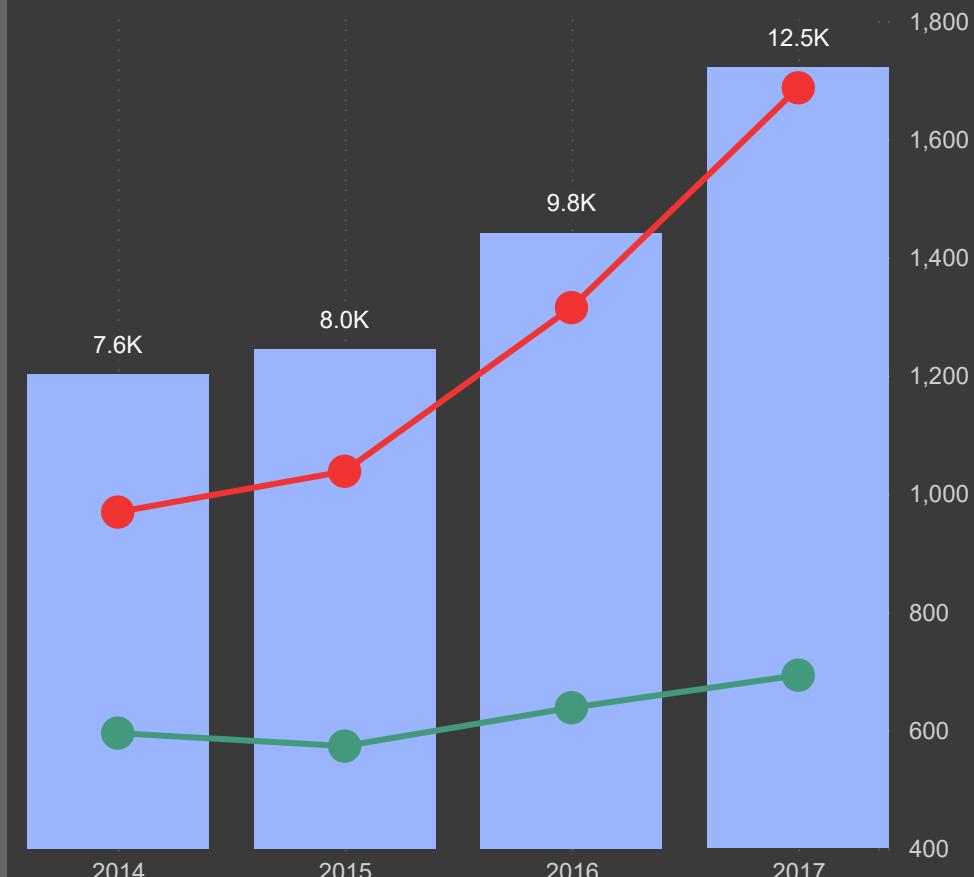
\$2.30M
Sales

\$0.29M
Profit

15.62%
Discount

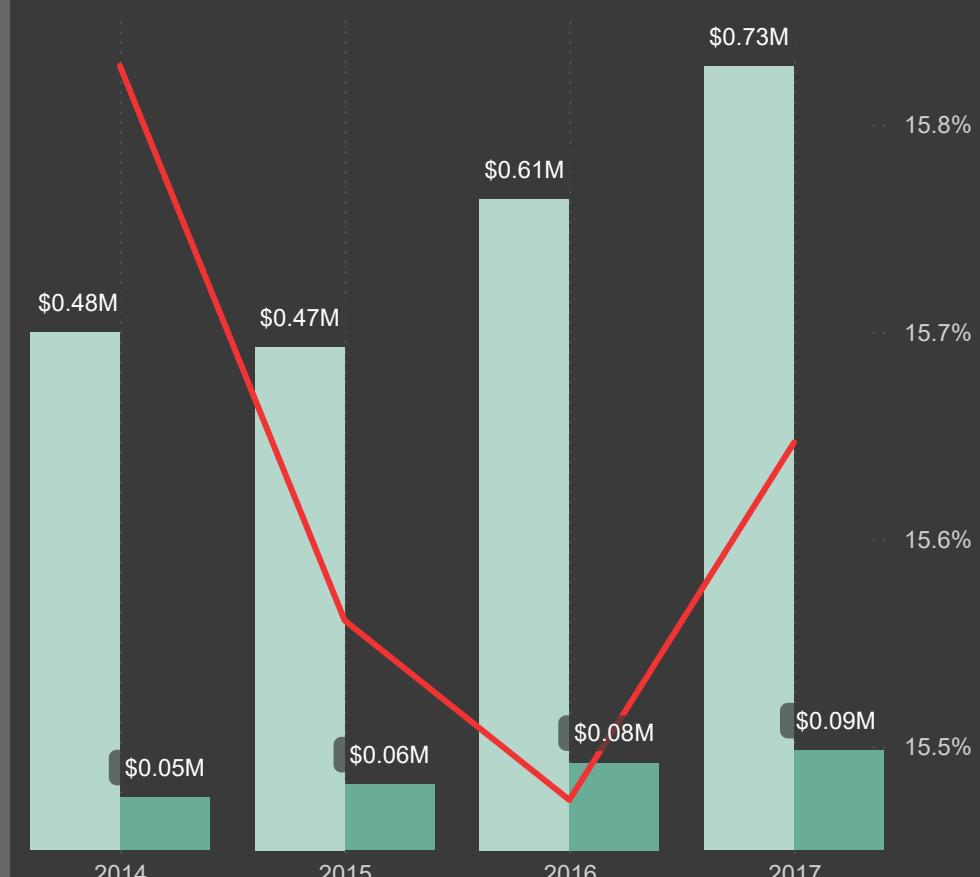
Total Quantity, # Customers and # Orders by Year

● Total Quantity ● # Customers ● # Orders



Total Sales, Total Profit and Average Discount by Year

● Total Sales ● Total Profit ● Average Discount





Performance Metrics by Dimension

→ Efficiency

Year

All

Dimension Metrics

Sub-Category

Performance Met...

Total Sales



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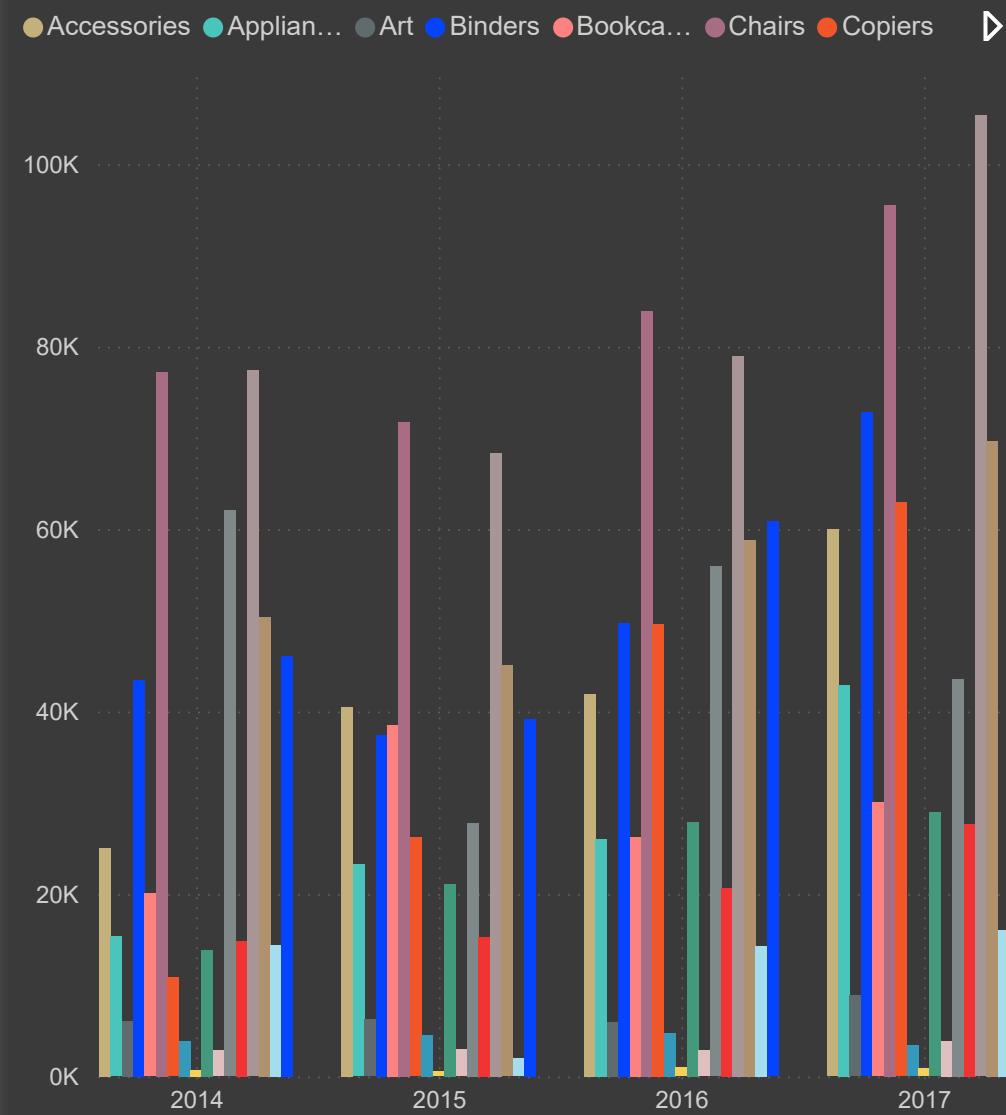


Executive Summary

Total Sales by Sub-Category

Phones	0.33M
Chairs	0.33M
Storage	0.22M
Tables	0.21M
Binders	0.20M
Machines	0.19M
Accessories	0.17M
Copiers	0.15M
Bookcases	0.11M
Appliances	0.11M
Furnishings	0.09M
Paper	0.08M
Supplies	0.05M
Art	0.03M
Envelopes	0.02M
Labels	0.01M
Fasteners	0.00M

Total Sales by Year and Sub-Category



State Analysis



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Executive Summary

→ Top 3 States by Quantity

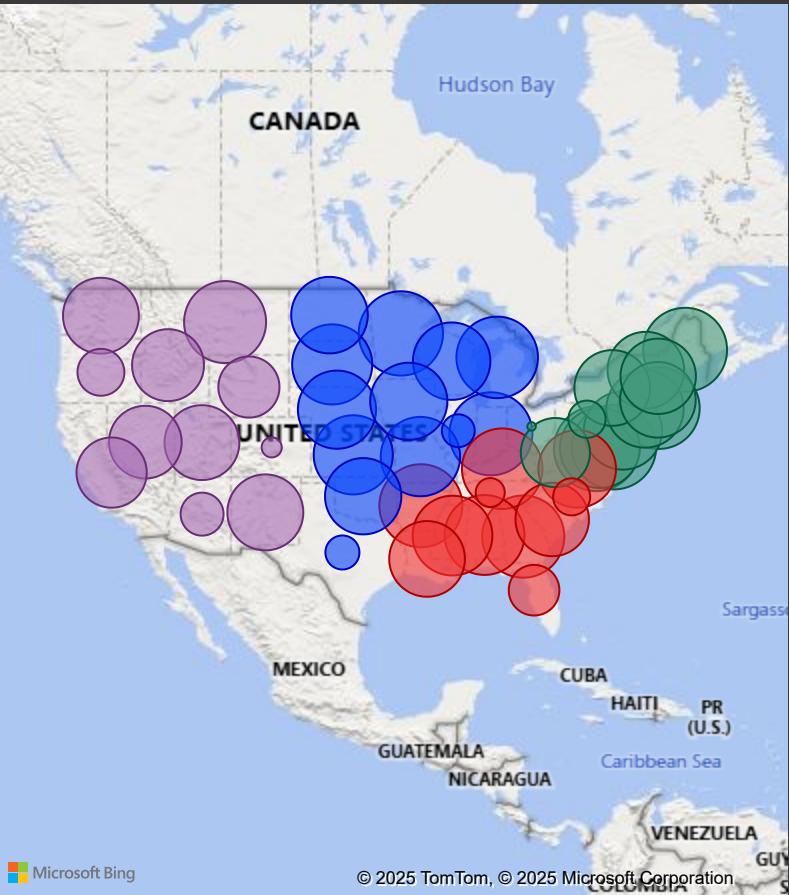
→ Top 3 States by Sales

→ Top 3 States by Profit

Top 3 States by Profit Margin

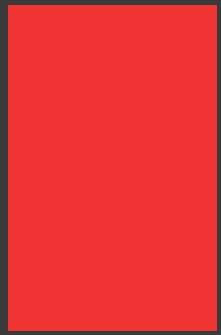
Profit Margin by State

● Central ● East ● South ● West



Top 3 States by Profit Magin (over the Entire Period)

24.09%



23.82%

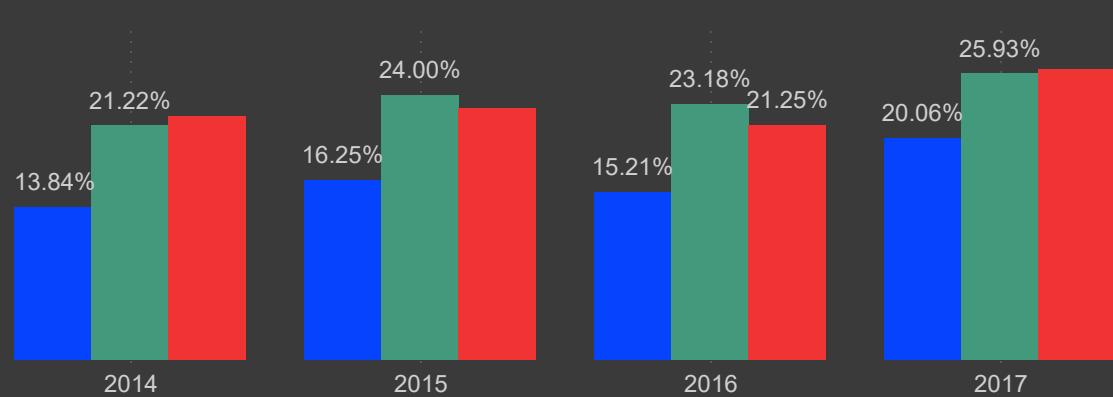


16.69%



Top 3 States by Profit Margin over the Years

● California ● New York ● Washington



Tabular

Charts



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Executive Summary

Key Influencers Analysis for Profit Margin

Key influencers Top segments



What influences Profit Margin to ?



When...

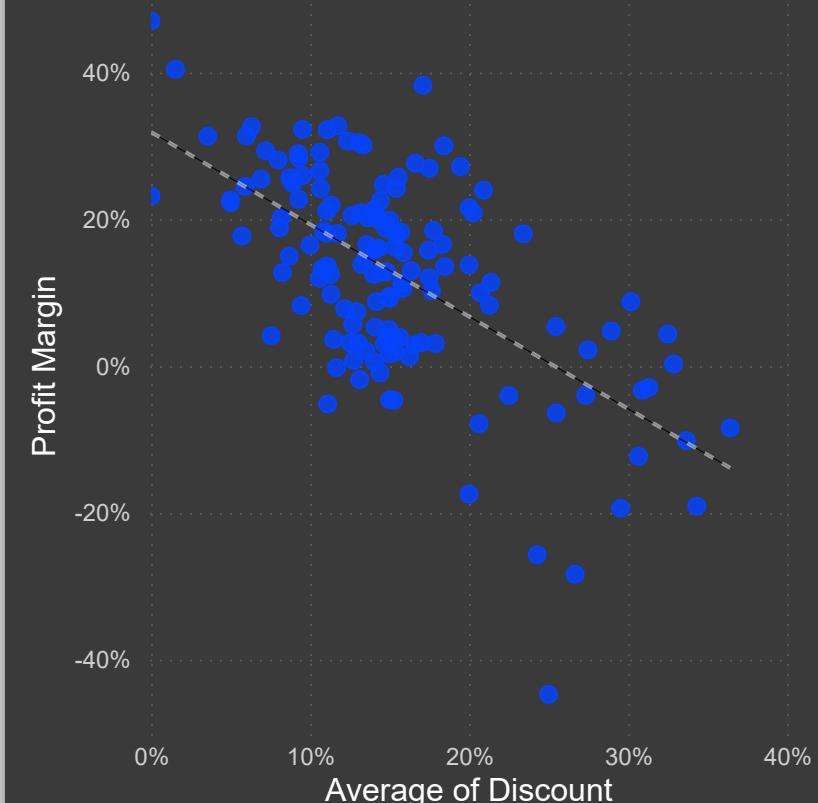
...the average of Profit Margin increases by

Average Discount goes down 0.07



Average Sales Per Customer goes up 399.63

← On average when Average Discount decreases, Profit Margin increases.



Sort by: Impact



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Decomposition Tree

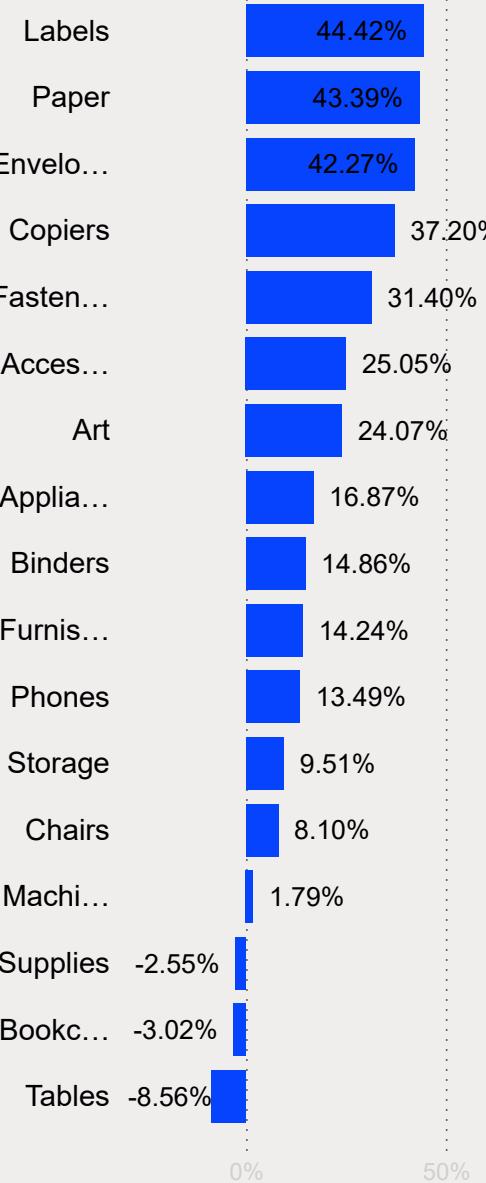


Correlations Analysis



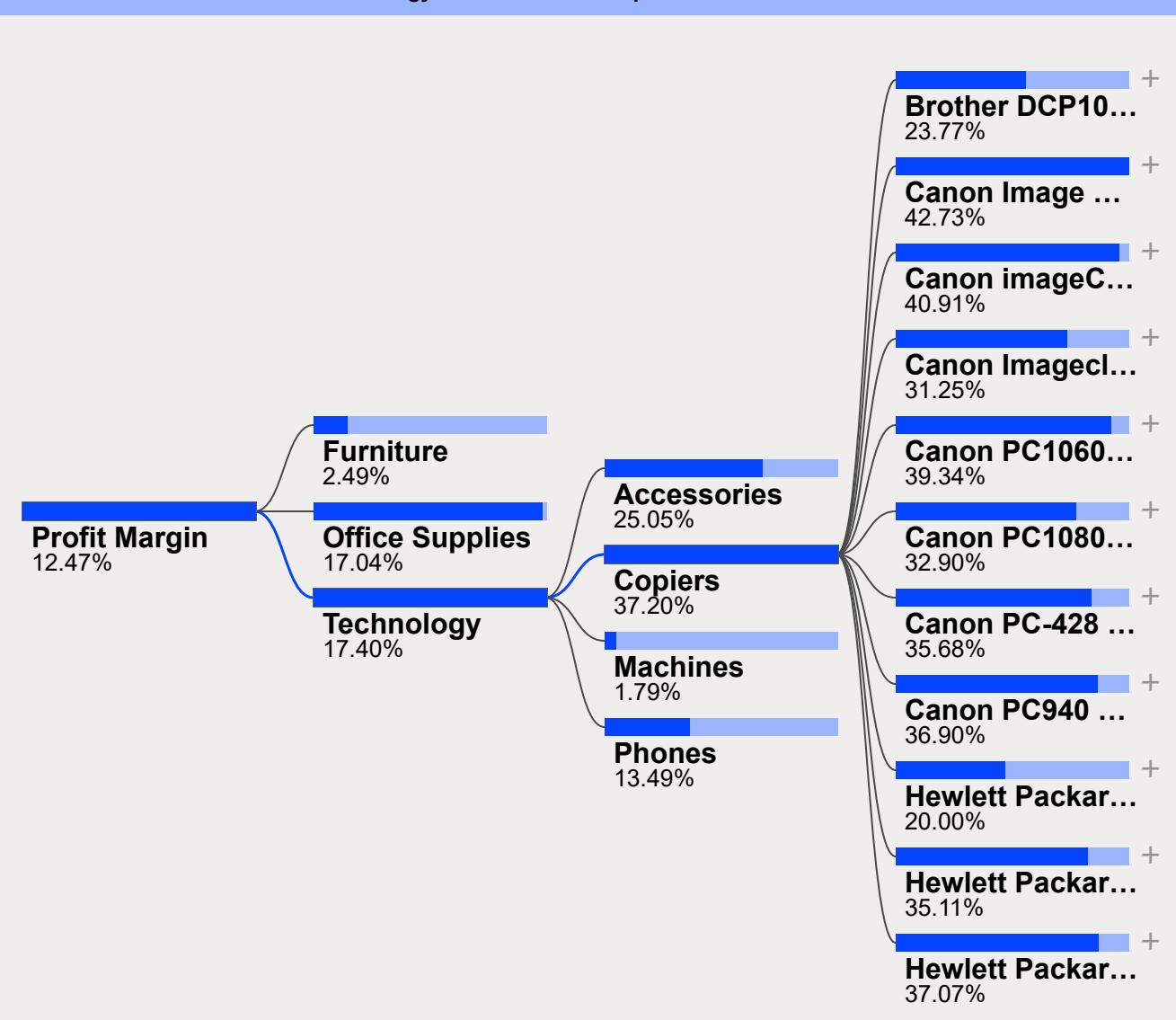
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Profit Margin by Sub-Category



Decomposition Tree Analysis for Profit Margin

Category	Sub-Category	Product Name
Technology	Copiers	



Scatter Plot Analysis (at Monthly Level)



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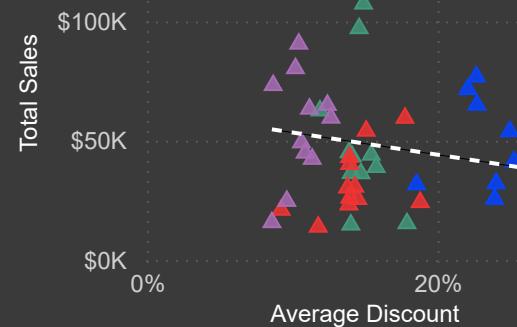
Correlations Analysis



Executive Summary

Total Sales vs Discount

▲ Central ▲ East ▲ South ▲ West



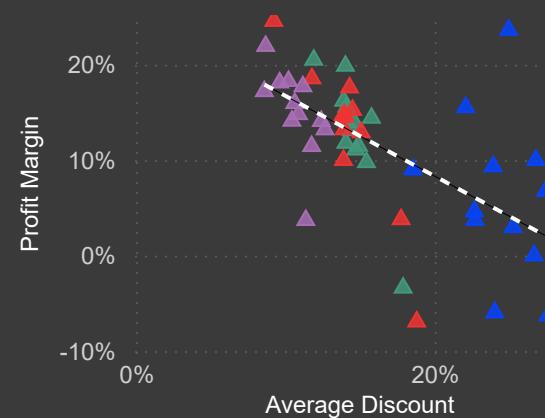
Quantity Sold vs Profit

▲ Central ▲ East ▲ South ▲ West



Profit Margin vs Discount

▲ Central ▲ East ▲ South ▲ West



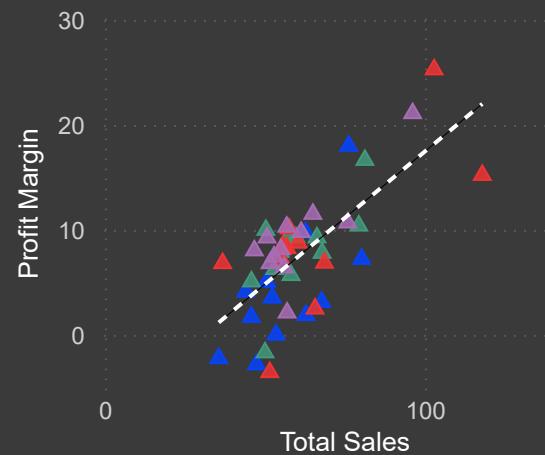
Profit Margin vs Per-Unit Profit

▲ Central ▲ East ▲ South ▲ West



Per-Unit Sales vs Per-Unit Profit

▲ Central ▲ East ▲ South ▲ West



Orders per Customer vs Profit per Customer

▲ Central ▲ East ▲ South ▲ West



Analytical Summary



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Executive Summary

This Power BI report provides a comprehensive analysis of business performance from **January 2014 to December 2017**, delivering actionable insights into **sales growth, profitability, customer behavior, operational efficiency, and seasonal dynamics** through interactive dashboards and advanced visual analytics.

Key Highlights:

1. Key Time-Based Trends

Sales, Profit, and Seasonal Dynamics:

- **Total Sales** grew from **\$484,247.50** in 2014 to **\$733,215.26** in 2017, reflecting a robust **51.41%** increase despite a temporary dip in 2015.
- **Profit** nearly doubled, rising from **\$49,544** to **\$93,439 (+88.6%)**, with the sharpest annual growth of **+33%** in 2016.
- Growth was fueled by an expanding **customer base (595 → 693)** and rising **order volume (969 → 1,687)**.

Seasonal Patterns:

- **Sales, Profit, and Quantity Sold** followed a synchronized upward trajectory with pronounced **seasonal peaks in Q4** each year.
- Significant monthly spikes occurred consistently in **September, November, and December**, driven by back-to-school demand, Black Friday, and holiday shopping trends.
- These patterns highlight the critical impact of **seasonal demand cycles** on overall performance, underscoring opportunities for strategic planning around peak periods.

Operational Efficiency Enhancements