



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

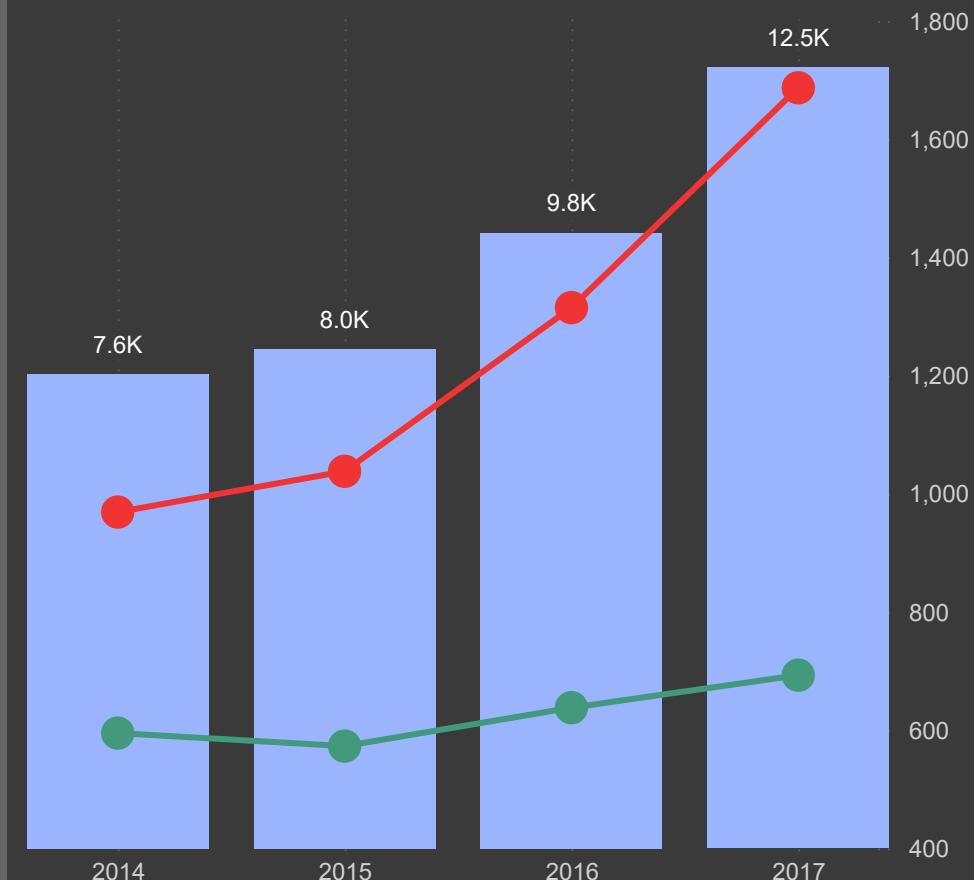
\$2.30M
Sales

\$0.29M
Profit

15.62%
Discount

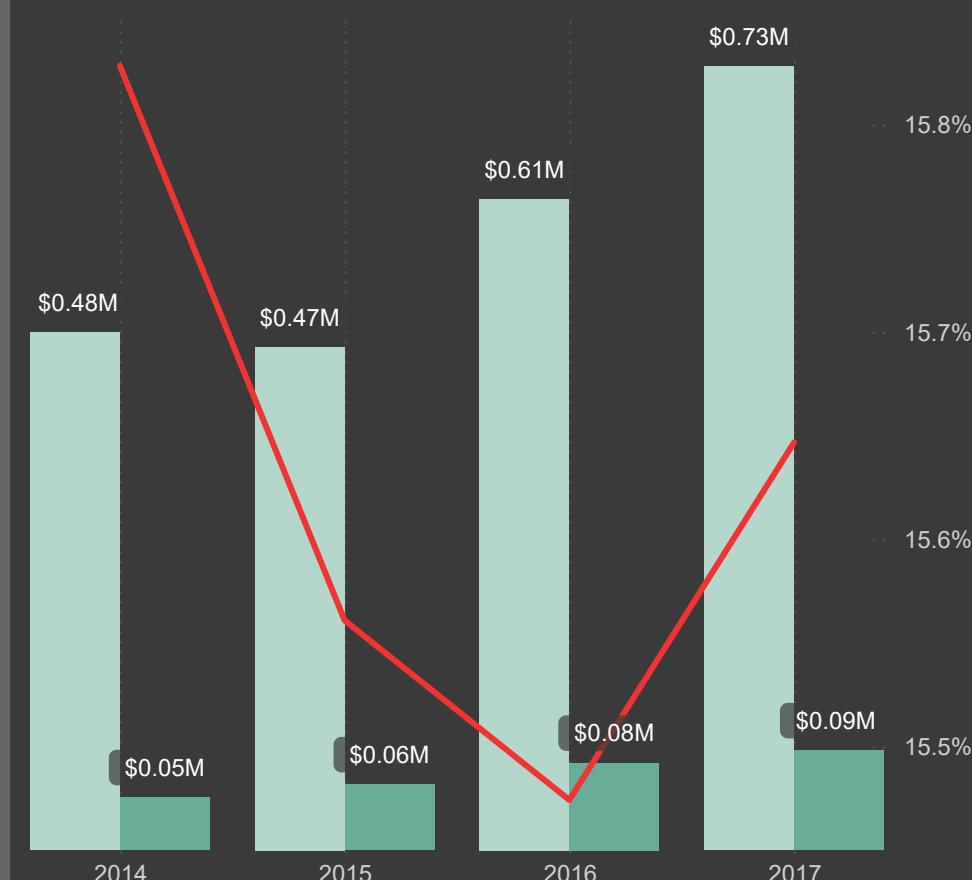
Total Quantity, # Customers and # Orders by Year

● 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

Segment

Performance Metrics

Total Profit



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Total Profit by Segment

Consumer

134.12K

Corporate

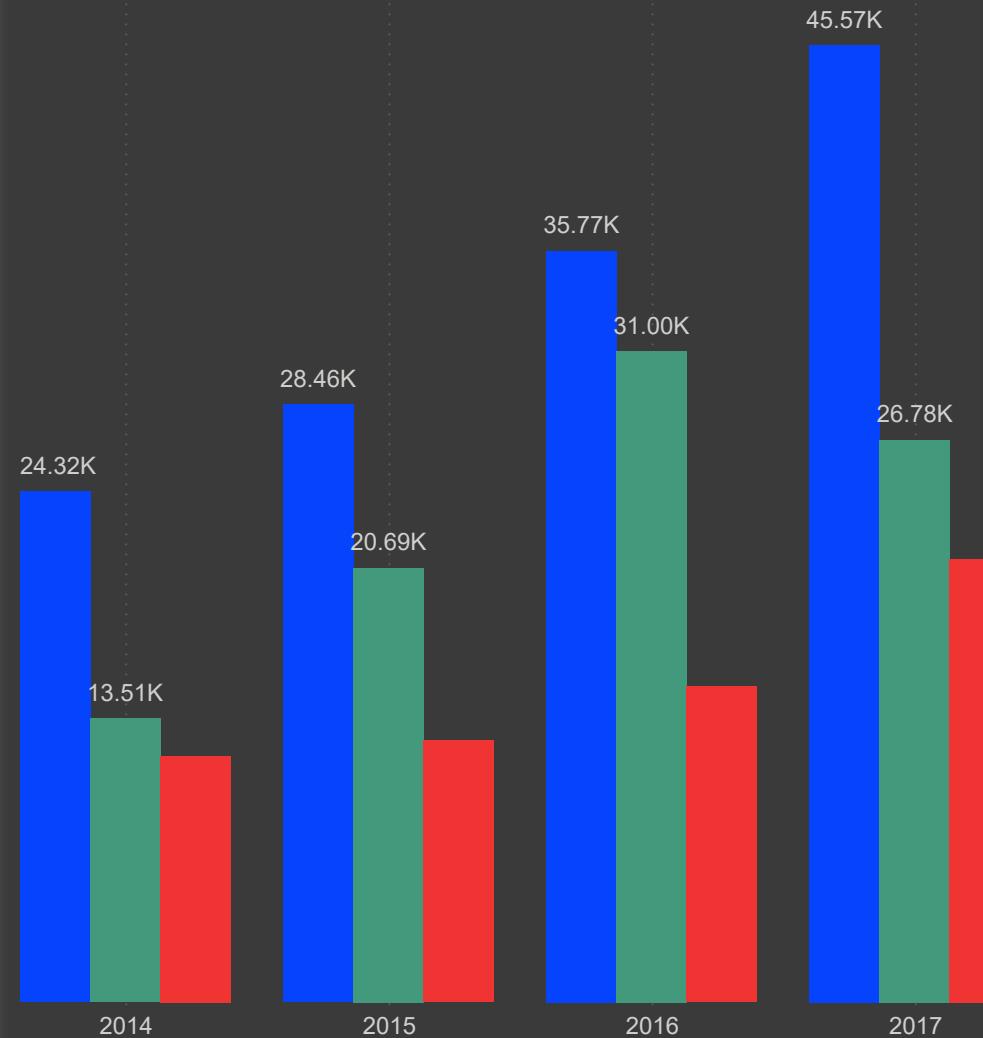
91.98K

Home Office

60.30K

Total Profit by Year and Segment

Consumer Corporate Home Office



State Analysis



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→ Top 3 States by Quantity

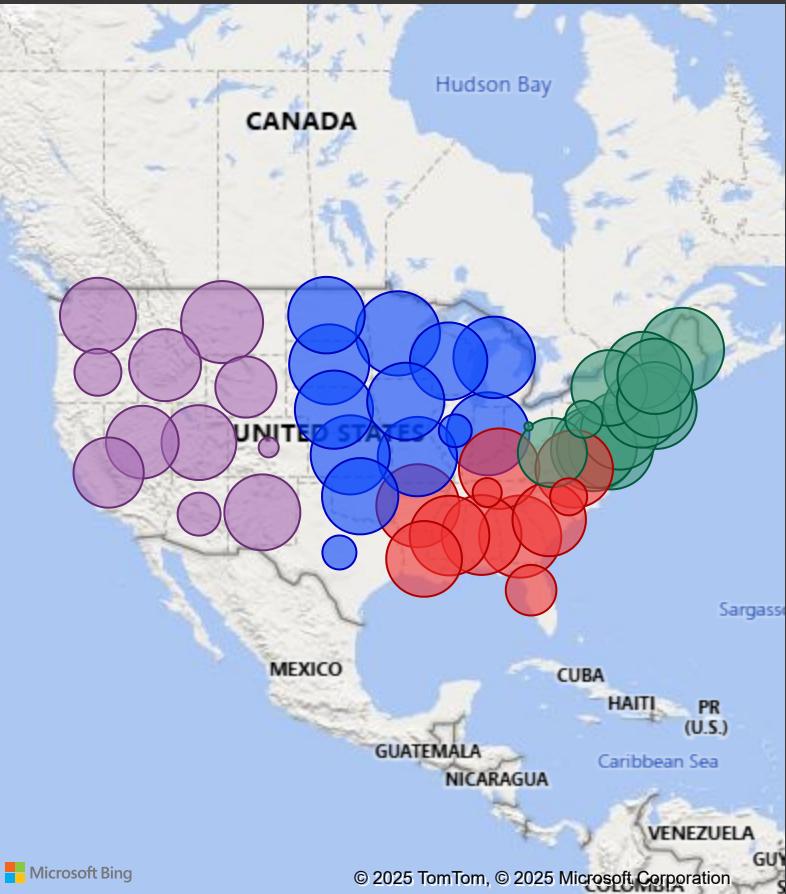
→ Top 3 States by Sales

→ 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%

Washington

23.82%

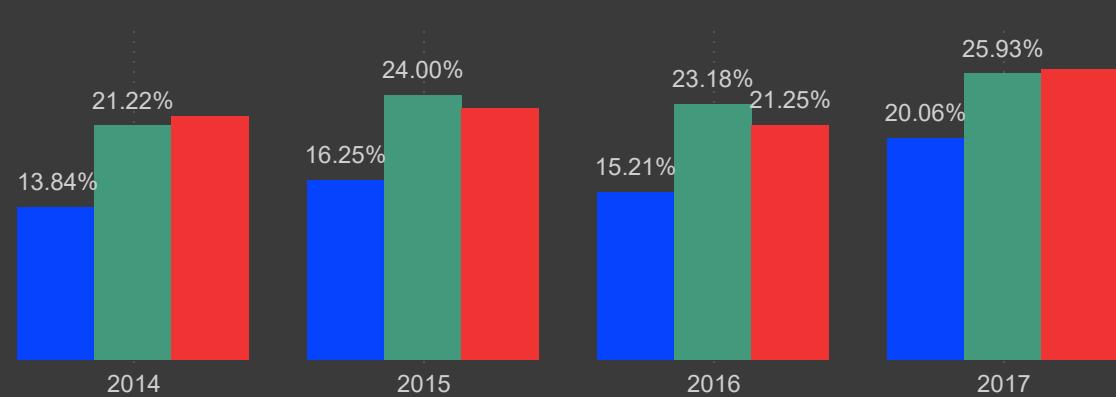
New York

16.69%

California

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...

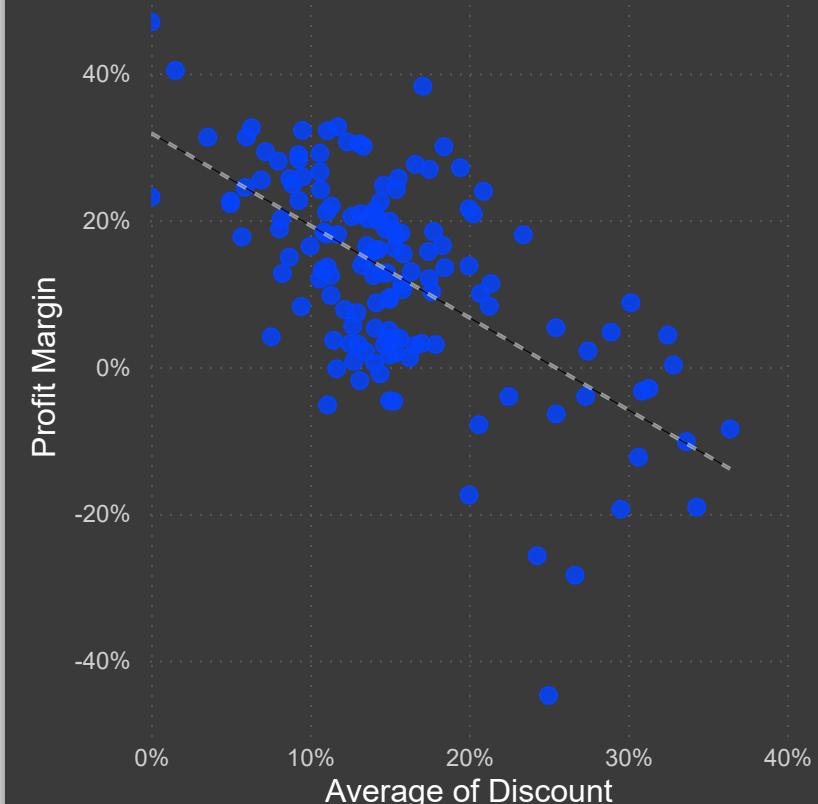
...the average of Profit Margin increases by

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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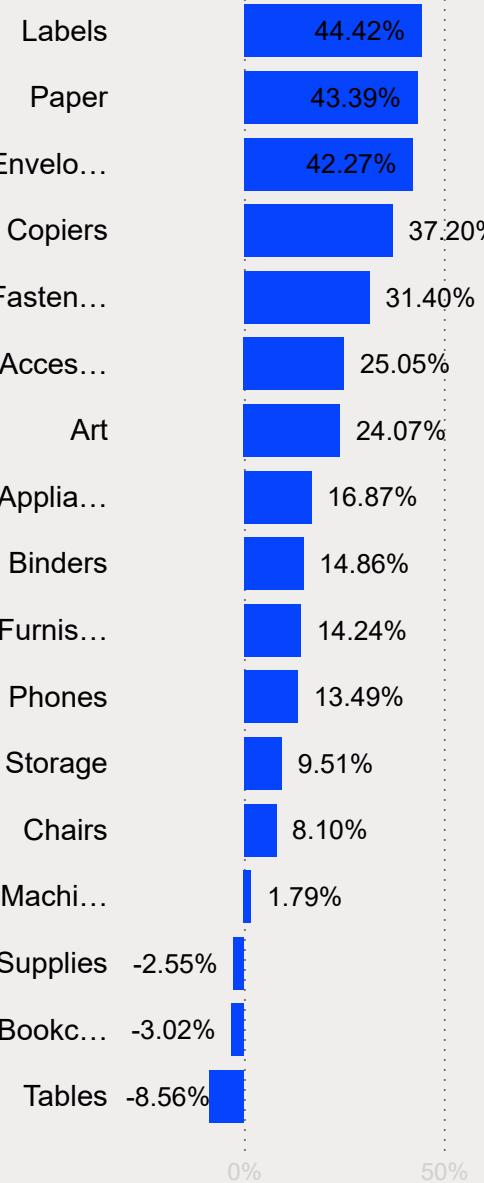


Correlations Analysis



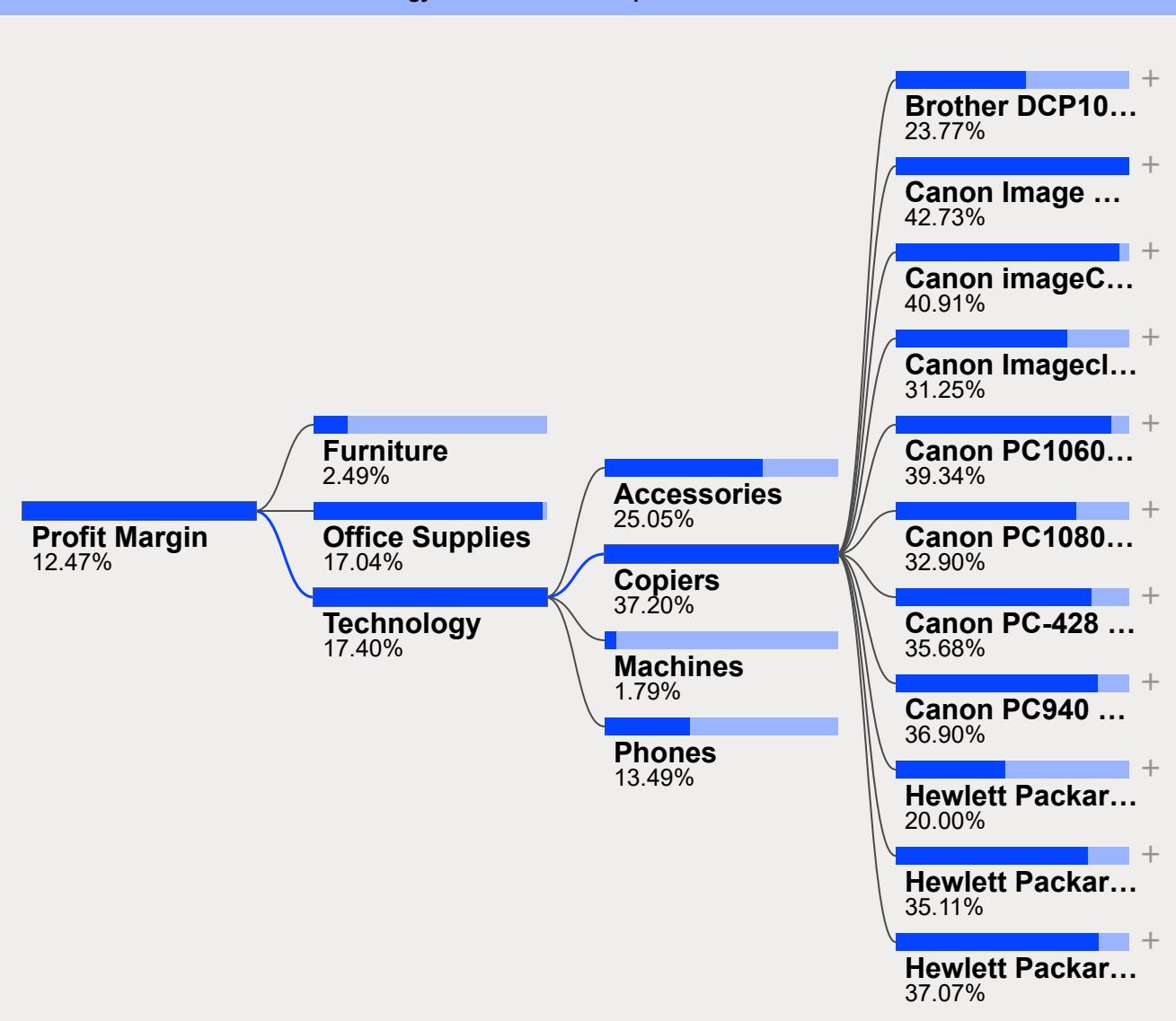
Executive Summary

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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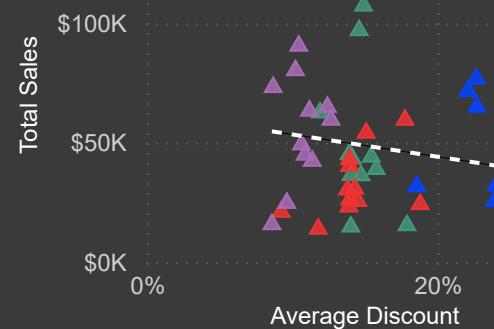
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Executive Summary

Total Sales vs Discount

▲ Central ▲ East ▲ South ▲ West



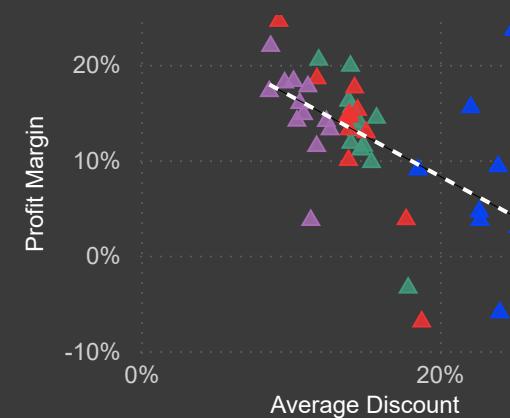
Quantity Sold vs Profit

▲ Central ▲ East ▲ South ▲ West



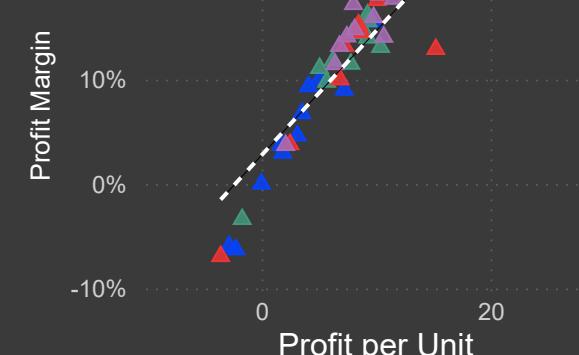
Profit Margin vs Discount

▲ Central ▲ East ▲ South ▲ West



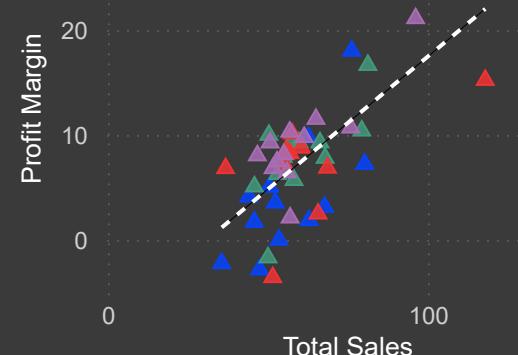
Profit Margin vs Per-Unit Profit

▲ 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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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