Interactive Sales Dashboard

in Power BI

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Track sales performance over time

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Identify best-selling products

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Understand regional revenue contributions

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Make data-driven decisions using visual insights

Content

To design an interactive Power BI dashboard that enables business stakeholders to:

Dataset Overview

- **Source:** Sales Dataset

- **Total Records:** ~21,000 rows

- **Columns:** Product, Region, Order Date, Quantity, Unit Price, Total Revenue

- **Time Range:** Jan 2018 – Dec 2020

- **Total Sales:** $130.02M
- **Units Sold:** 469,345
- **Avg. Price:** $272

Technical Implementation

Tool:
Power BI

Data Cleaning:
Excel

Data Model:
Star Schema

Visuals Used:
Bar Chart, Map, Cards, Line Chart, Tree

DAX Measures:
Total Sales, Quantity, Avg Price

Interactivity:
Slicers, Navigation Tabs, Tooltips

Key Features of the Dashboard

Sales by Product & Region

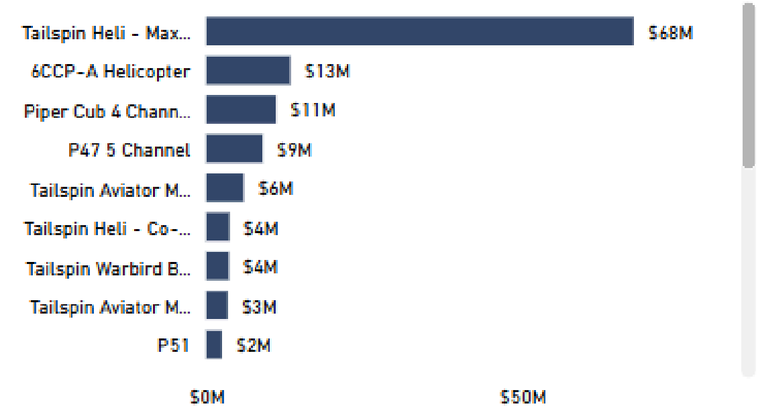
- Monthly Sales Trend
- KPI Cards (Revenue, Units Sold, Avg. Price)
- Slicers (Date, Product Category, Region)
- Map Visualization with Tooltips
- Tab Navigation for different views
- Custom background, theme, and formatting

Sales Dashboard

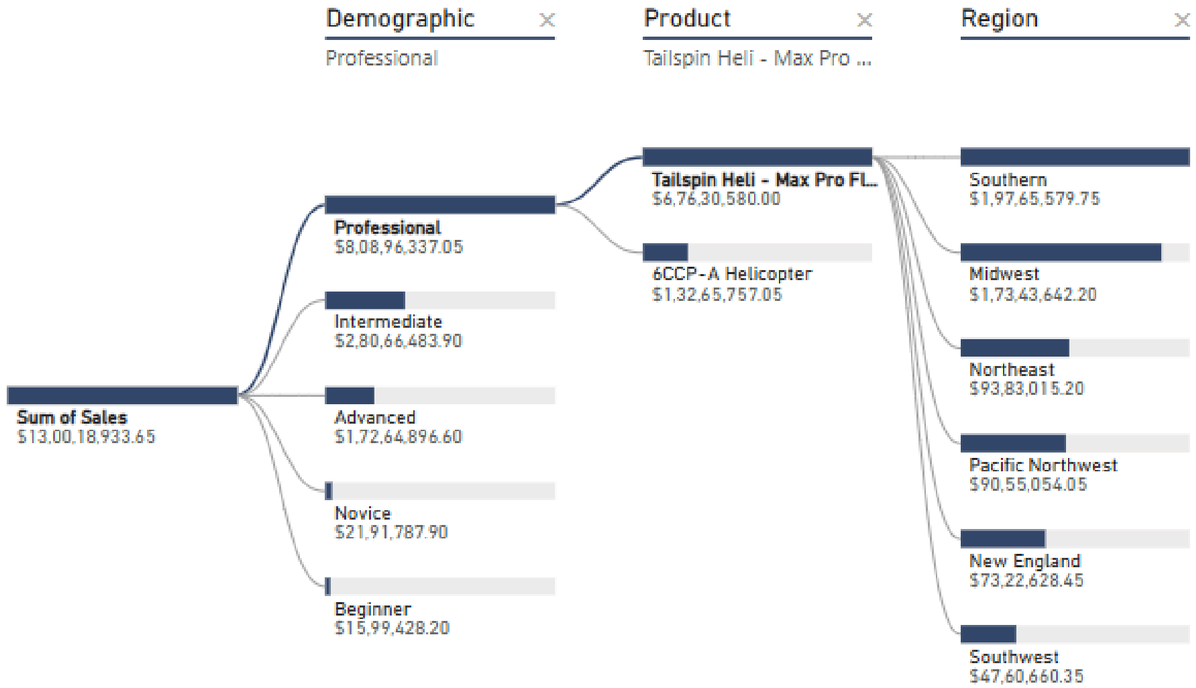
Year: All | Region: All | Category: All

4,69,345	$130.02M
Quantity	Sales
100%	$272
Sales % of All Regions	Avg Unit Price

Sales By Product



Sales Decompostion | Sales Map | Sales Trend



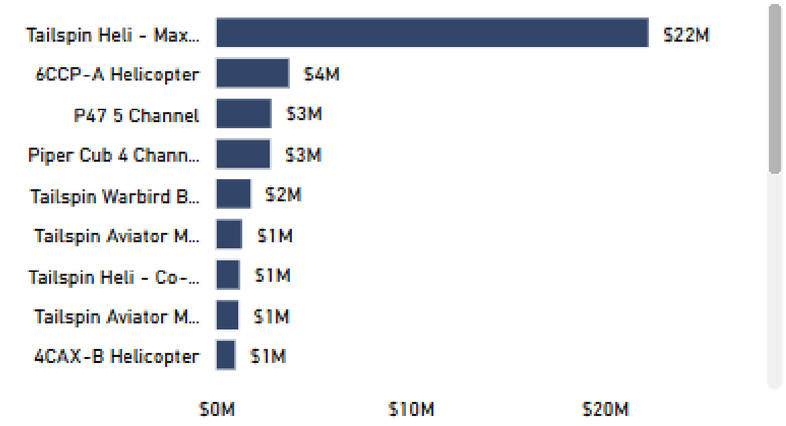
Comprehensive Sales Dashboard with detailed product-wise performance, regional distribution, demographics, and smart decomposition analysis for strategic insights.

Sales Dashboard

Year: 2019 | Region: All | Category: All

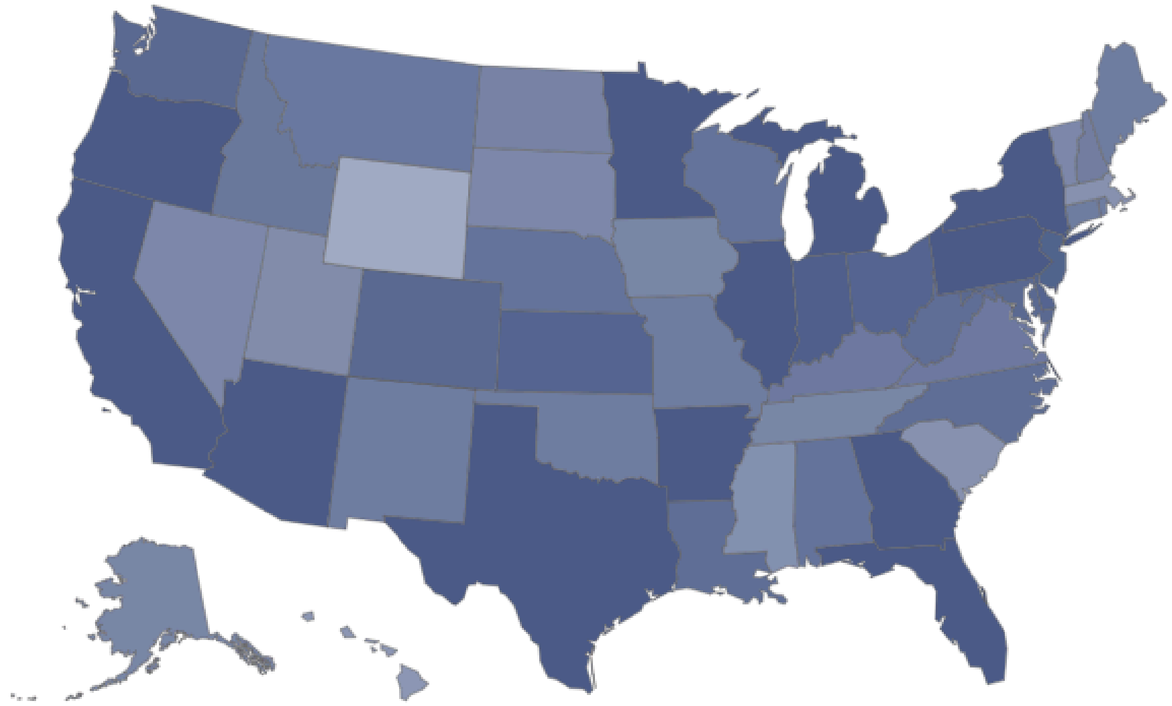
1,60,795	$42.27M
Quantity	Sales
100%	$259
Sales % of All Regions	Avg Unit Price

Sales By Product

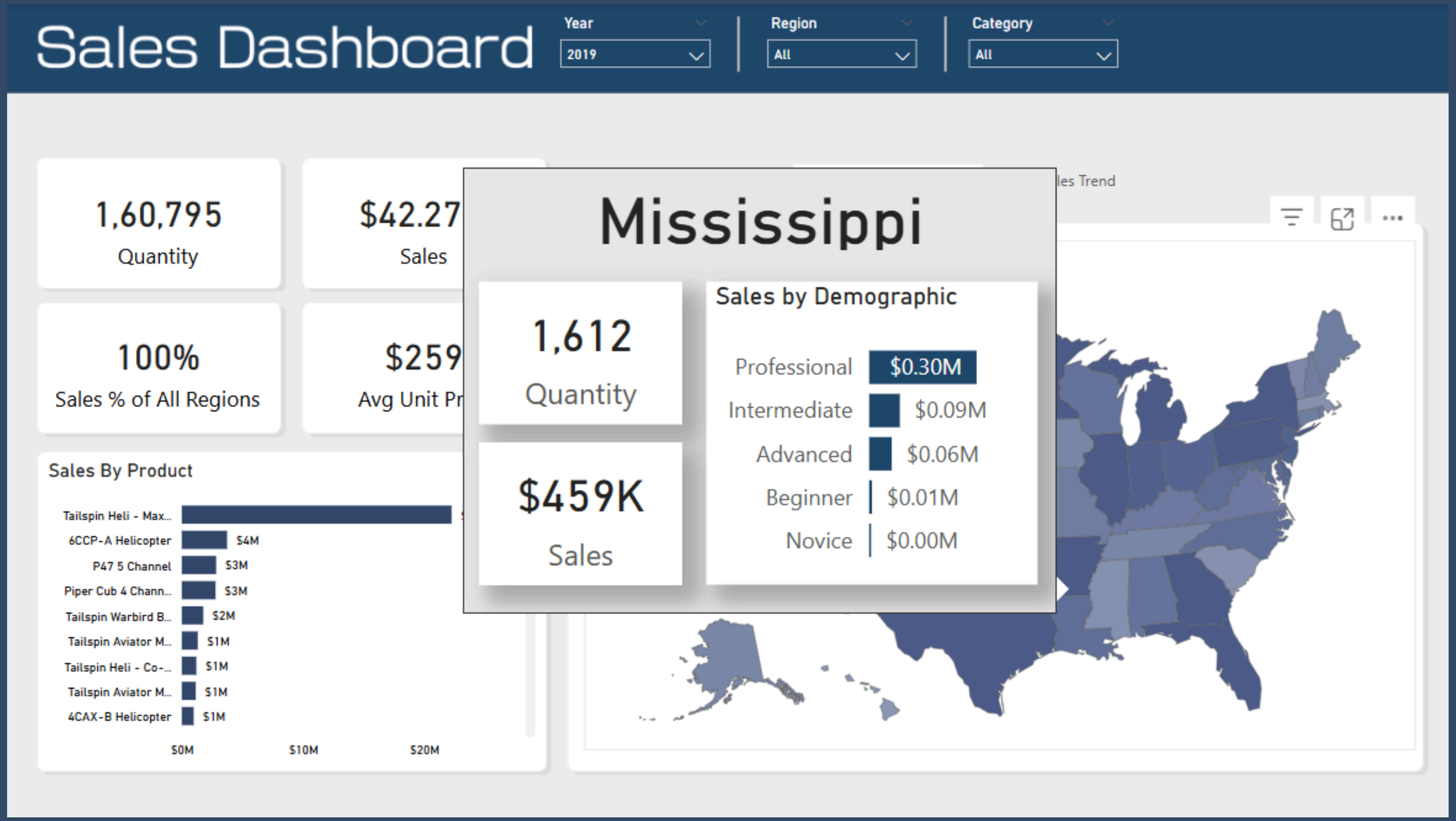


Sales Decompostion | **Sales Map** | Sales Trend

Hover on a state for sales detail



Comprehensive 2019 U.S. Sales Dashboard highlighting $42.27M in revenue, 160K+ units sold, and top-performing products across all regions.



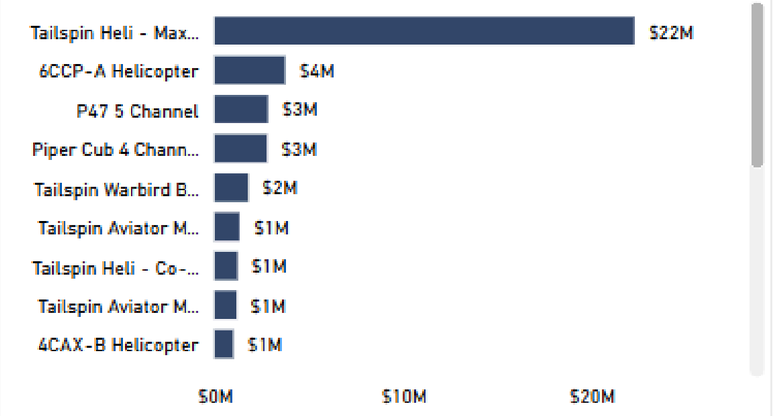
Featuring dynamic tooltips for state-wise insights, including demographic-wise sales breakdown, quantity sold, and revenue at a glance.

Sales Dashboard

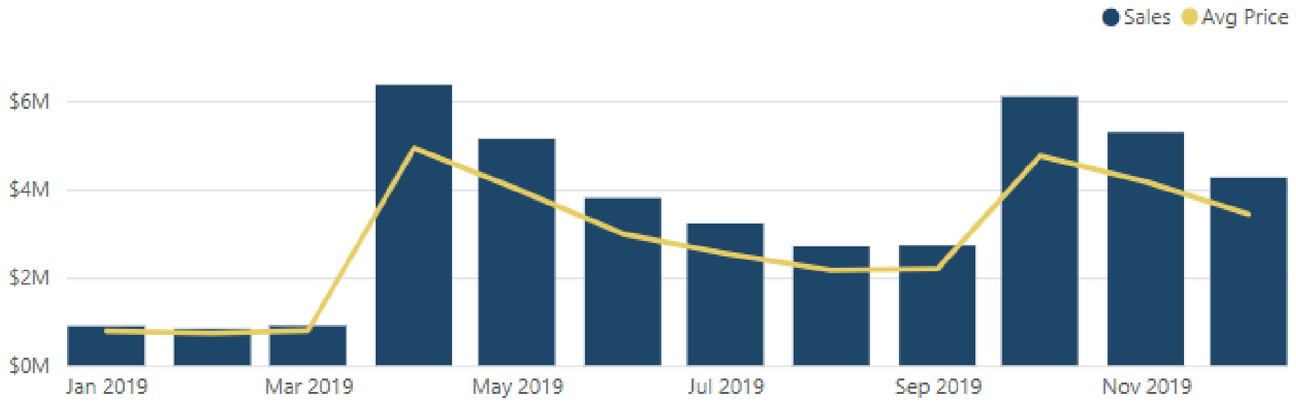
Year: 2019 | Region: All | Category: All

1,60,795	$42.27M
Quantity	Sales
100%	**$259**
Sales % of All Regions	Avg Unit Price

Sales By Product



Sales Decompostion | Sales Map | **Sales Trend**



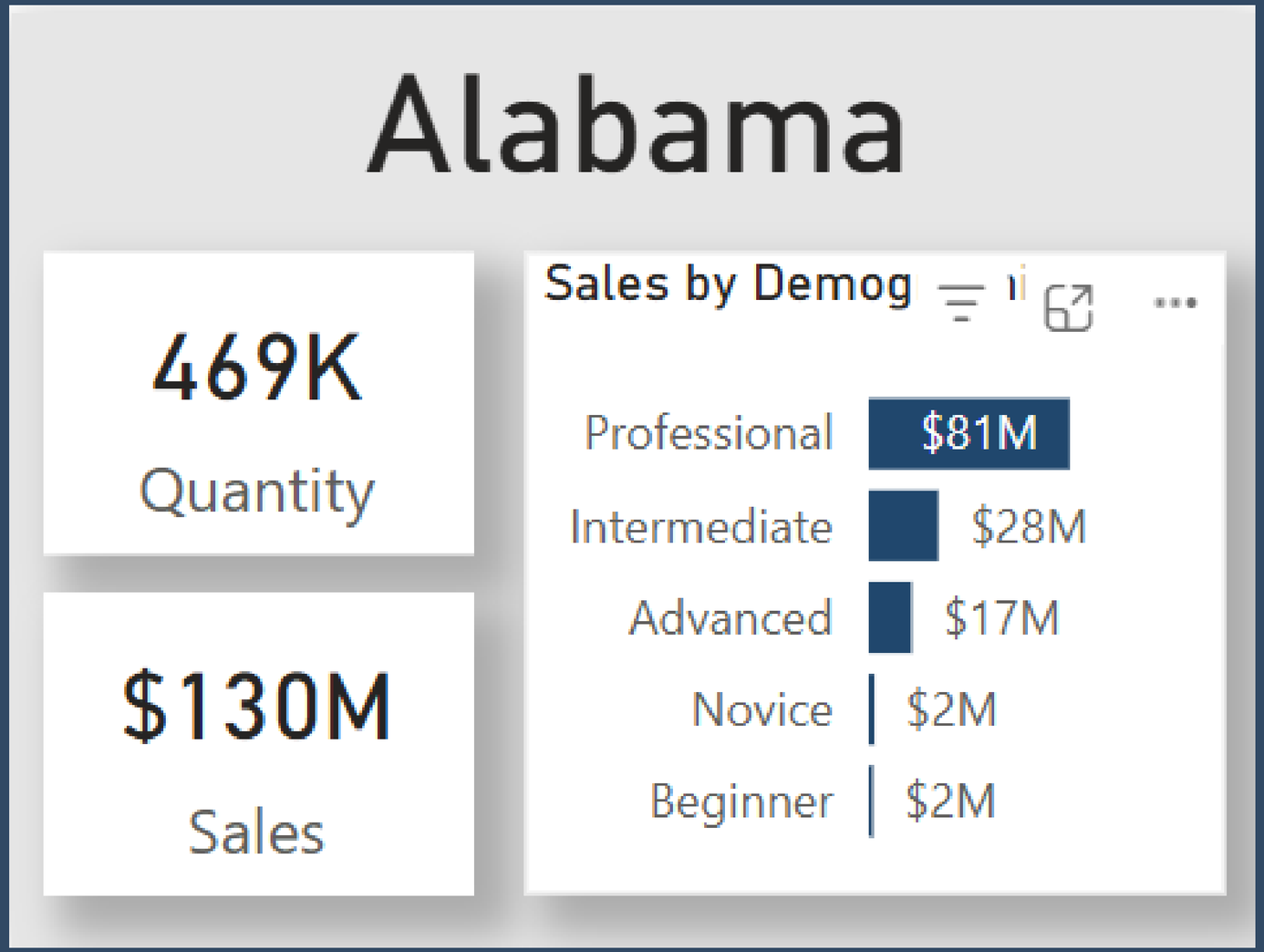
Sales (379.95% increase) and Avg Price (335.73% increase) both trended up between Tuesday, January 1, 2019 and Sunday, December 1, 2019.

Across all metrics, Avg Price had the most interesting recent trend and started trending up on Tuesday, January 1, 2019, rising by 335.73% (26,46,031.65) in 11 months.

Avg Price jumped from 7,88,134.30 to 34,34,165.95 during its steepest incline between Tuesday, January 1, 2019 and Sunday, December 1, 2019.

At $2,22,64,123.45, Tailspin Heli - Max Pro Flight - 6ch had the highest Sum of Sales and was 1,55,020.96% higher than Tailspin Heli - Pro Mk III - 5ch, which had the lowest Sum of Sales at $14,352.75.

Sales surged by 380% and average price by 336% in 2019, with 'Tailspin Heli – Max Pro Flight' driving the highest revenue.



The dynamic tooltip provides an on-hover summary for each state, offering detailed insights into sales quantity, total revenue, and demographic-wise sales distribution—helping users quickly understand regional performance without navigating away from the main dashboard.

Insights

Product Sales

- *Tailspin Heli - Max Pro Flight* → $68M
- *66CP-A Helicopter*, *Piper Cub 4 Channel* also top performers
- Consistent demand in 2019–2020
- Helps focus marketing efforts on high-demand items

Time Series

- Sharp growth in sales starting mid-2020
- Sales peak in Q3–Q4 2020
- Avg. unit price increased by ~26.9% over time
- Suggests seasonal demand or campaign impact

Regional Sales

- Full state-wise sales coverage
- States like California and Texas top revenue contributors
- Underperforming regions identified for sales push
- Map tooltip shows state-wise stats on hover

- Real-time monitoring of sales KPIs
- Region & product-based strategy planning
- Better inventory and stock management
- Informs product development and pricing decisions
- Quick executive insights without raw data digging

Business Impact

Thank **you!**