# Step-by-Step Guide: Sales Performance Dashboard in Power BI

## Step 1: Define the Dashboard Objectives

The Sales Performance Dashboard provides key insights into:

• Overall sales performance (total revenue, trends, profitability)

• Sales agent performance (who's selling the most?)

• Product insights (top-selling products & revenue distribution)

• Customer behavior (repeat customers, average order value)

• Regional performance (sales by region)

## Step 2: Prepare Your Dataset

Dataset includes key entities:

• Orders (Order ID, Date, Product, Customer, Quantity, Sales, Profit)

• Employees (Employee Name, Role, Sales Contribution, Region)

• Customers (Customer Name, Purchase Frequency, Segmentation)

• Products (Category, Sub-Category, Sales, Profit)

## Step 3: Data Cleaning & Transformation

Use Power Query to clean and transform the dataset:

1.Remove duplicates

2.Format dates correctly

3.Ensure proper relationships between tables

4.Handle missing values

## Step 4: Create DAX Measures for Key Metrics

Use the following DAX formulas for key metrics:

**1. Total Sales**

**2. Total Profit**

**3.Profit Margin (%)**

**4.Average Order Value**

**5.Loyalty Rate (Repeat Customers)**

**6.Most Popular Product (By Sales)**

## Step 5: Build the Dashboard Visualizations

Dashboard includes the following visuals:

• **Card Visuals**: Total Sales, Total Profit, Profit Margin, Average Order Value, Loyalty Rate, Most Popular Product

• **Table**: Sales Performance of Each Sales Agent

• **Line Chart**: Sales Trend Over Time

• **Doughnut Chart**: Revenue Share by Product Category

• **Bar Chart**: Sales by Sales Agent

## Step 6: Add Filters & Slicers

Enhance interactivity with these slicers:

• Date Range Slicer (Select sales data for specific periods)

• Employee Name Slicer (Filter performance by individual sales agents)

• Product Slicer (Analyze sales for different products)

• Region Slicer (View performance across different locations)

## Step 7: Save & Export

• Save the final Sales\_Performance\_Dashboard.pbix file

• Export dashboard snapshots for GitHub documentation