TASK -8-Simple Sales Dashboard Design

◈ 1. What is Sales Analysis in Power BI?

Sales analysis in **Power BI** helps you visualize and understand sales performance by connecting data (from Excel, SQL, or other sources), creating interactive dashboards, and finding trends.

◈ 2. Common Sales Metrics in Power BI

Some key KPIs you can track:

Total Sales / Revenue 💰
Profit Margin 📊
Sales Growth % (YoY, MoM)
Top Products / Categories by Sales
Sales by Region / Country 🌍
Salesperson Performance 👨‍💼👩‍💼
Customer Acquisition & Retention

◈ 3. Typical Power BI Visuals for Sales

Bar / Column Charts → Product or region sales comparison
Line Chart → Sales trends over time
Pie / Donut Chart → Sales distribution by category
Map Visual → Sales by geography
Cards → Show KPIs like Total Sales, Profit, Growth %
Matrix/Table → Detailed breakdown of transactions

◈ 4. Example Sales Dashboard in Power BI

A good sales dashboard usually contains:

1 **Top Section (KPIs)**

2 **Middle Section (Trends)**

3 **Bottom Section (Breakdowns)**

◈ 5. Steps to Build in Power BI

1 **Import Data** → (Excel, SQL, CSV, etc.)

Clean & Transform (Power Query: remove
2 nulls, change types)

Create Relationships (between fact table:
sales and dimension tables: *products,*
3 *customers, dates*)

4 **Add DAX Measures**
Total Sales = SUM(Sales[Amount])
Profit = SUM(Sales[Revenue]) - SUM(Sales[C
Sales Growth % = DIVIDE([Total Sales] - [Last

Design Dashboard → Add visuals, slicers,
filters
Publish → Share on Power BI Service

◈ 6. Benefits of Sales Analysis in Power BI

☑ Quick insights into sales trends

☑ Identify best-selling products/customers
☑ Track salesperson performance
☑ Forecast future sales
☑ Easy to share with teams

📊 Sales Dashboard in Power BI

1 Sample Sales Dataset (CSV/Excel format)

You can copy this into Excel or CSV and load into Power BI:

OrderID	Date
1001	05/01/2025
1002	07/01/2025
1003	08/01/2025
1004	12/01/2025
1005	15/01/2025
1006	20/01/2025

Product	Category	Region	Salesperson	Quantity	Price	Revenue
Laptop	Electronics	North	John	2	500	1000
Phone	Electronics	South	Alice	3	300	900
Chair	Furniture	East	Bob	5	100	500
Laptop	Electronics	West	David	1	500	500
Table	Furniture	North	John	2	200	400
Phone	Electronics	South	Alice	4	300	1200

Final Dashboard (Look & Feel)

Your dashboard will look like this:

📌 **Top Row (KPI Cards)**: Total Sales | Profit | Sales Growth % | Avg Order Value

📌 **Middle Section**: Line Chart (Sales Trend), Bar Chart (Sales by Region)

📌 **Bottom Section**: Pie Chart (Salesperson Performance), Matrix/Table

✅ Conclusion

The **Sales Dashboard in Power BI** provides a **complete view of business performance** by combining KPIs, trends, and breakdowns.

It highlights **total revenue, profit, growth %, and order value** at a glance.

Visuals like **line charts, bar graphs, and maps** make it easy to spot **sales trends over time** and identify **top-performing regions, products, and salespeople**.