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# FINANCIAL PERFORMANCE DASHBOARD (2013-2014)

An Interactive Power BI Dashboard Analyzing Sales, Profit, Discount Trends, and Country-wise Performance for the Years 2013–2014."



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SALES VIEW

TOTAL SALES

SALES ANALYSIS

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TOTAL UNITS SOLD

1.13M

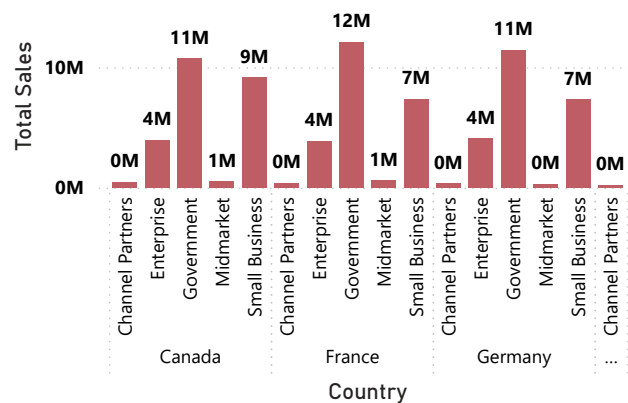
118.73M

Date

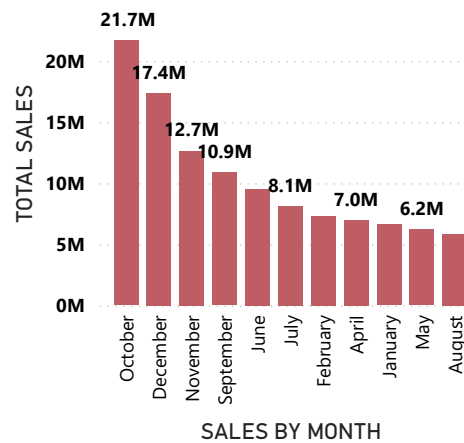
9/1/2013

12/1/2014

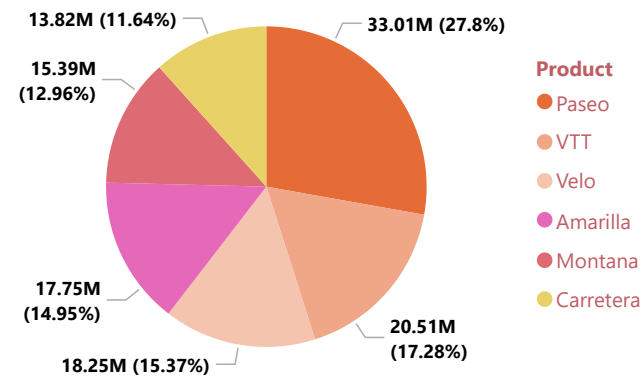
TOTAL SALES BY COUNTRY AND SEGMENT



TOTAL SALES BY MONTH



TOTAL SALES BY PRODUCT

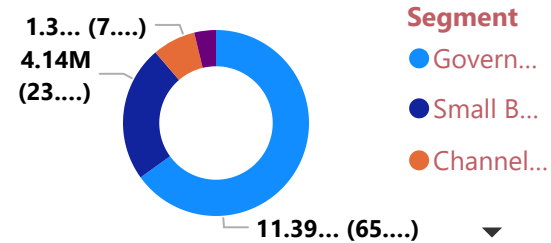


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# PROFIT ANALYSIS

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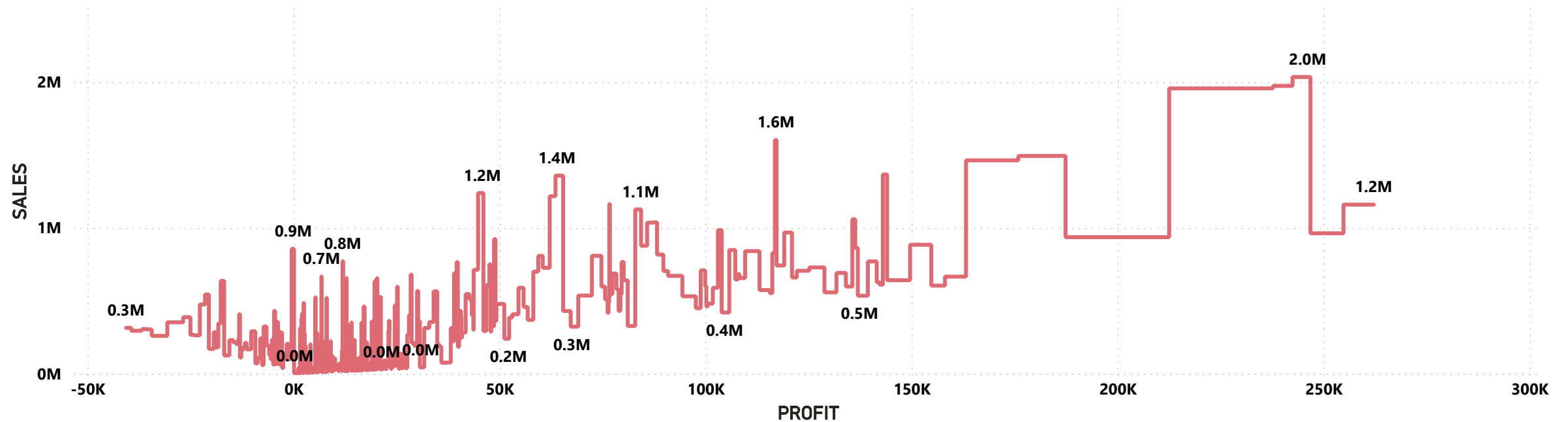
## PROFIT BY SEGMENT



## TOTAL PROFIT

16.89M

## PROFIT VS SALES



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## TRENDS

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### PRODUCT PERFORMANCE

Product	Sum of Units_Sold	Sum of Sales	Sum of Profit_Margin
Amarilla	29191	317,643.00	16
Amarilla	22824	2,643,607.50	0
Amarilla	68045	9,942,899.11	1
Amarilla	18508	248,685.45	0
Amarilla	16748	4,594,281.00	0
Carretera	24811	282,838.68	18
Carretera	28554	3,203,708.13	0
Carretera	54912	6,080,944.08	2
Carretera	24320	337,305.00	0
Carretera	14250	3,910,512.00	0
Montana	23129	261,844.56	12
Montana	22050	2,614,843.75	0
Montana	64657	5,548,936.02	1
Montana	20636	290,239.05	0
Montana	23726	6,674,938.50	0
Paseo	40893	454,514.40	26
Paseo	44580	5,267,860.00	0
Paseo	146797	14,882,230.70	2
Paseo	64899	907,729.35	0
Paseo	41069	11,498,809.50	0
Velo	16219	182,924.04	14
Velo	30550	3,581,237.50	0
Total	1125806	118,726,350.26	107



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KEY INSIGHTS

DATE						SEGMENT		
Select all	Tuesday, October 01, 2013	Sunday, December 01, 2013	Saturday, February 01, 2014	Tuesday, April 01, 2014	Sunday, June 01, 2014	Select all	Enterprise	Midmarket
Sunday, September 01, 2013	Friday, November 01, 2013	Wednesday, January 01, 2014	Saturday, March 01, 2014	Thursday, May 01, 2014	Tuesday, July 01, 2014	Channel Partners	Government	Small Business
country								
Select all			France			Mexico		
Canada			Germany			United States of America		
TOTAL SALES		TOTAL SALES BEFORE DISCOUNT		TOTAL UNITS SOLD		TOTAL PROFIT		
118.73M		127.93M		1.13M		16.89M		

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## Insights Derived

**The highest sales occurred in France and Germany, especially in the Consumer segment.**

**Profit margins were highest in 2013 compared to 2014.**

**Products with higher discounts didn't always result in higher sales.**

**The Corporate segment performed better in B2B regions like Germany.**

**Accessories had strong sales but low profit, needing margin review.**