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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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TOTAL SALES

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TOTAL UNITS SOLD

1.13M**118.73M**

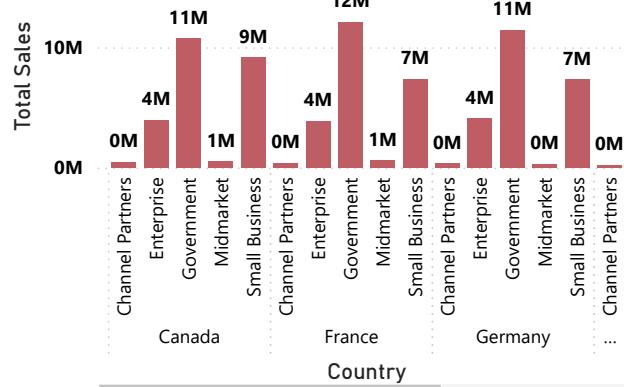
SALES ANALYSIS

Date

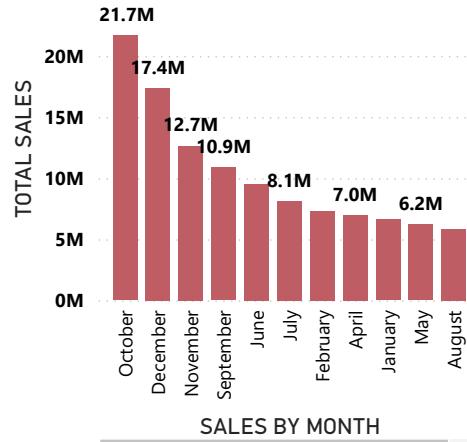
9/1/2013

12/1/2014

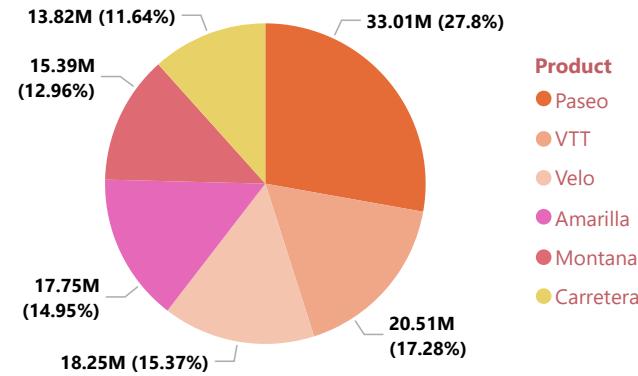
TOTAL SALES BY COUNTRY AND SEGMENT



TOTAL SALES BY MONTH



TOTAL SALES BY PRODUCT

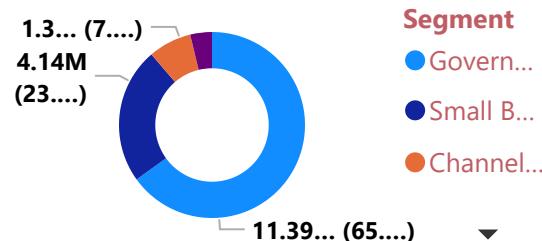


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PROFIT ANALYSIS

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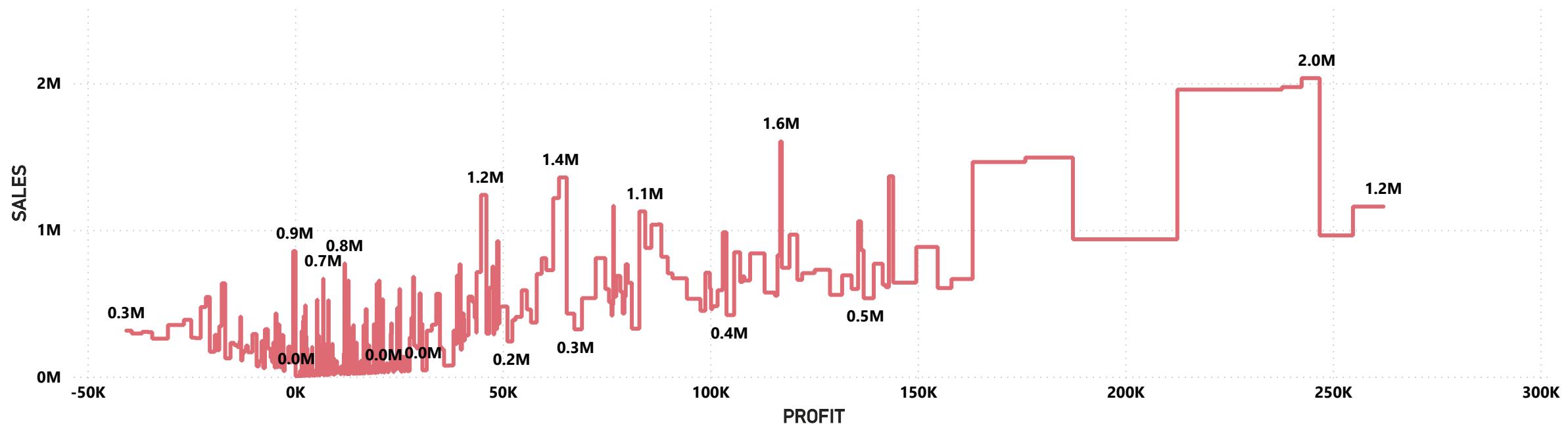
PROFIT BY SEGMENT



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



Map and filled map visuals are disabled. To enable them, go to File > Options and settings > Options > Global > Security. [See details](#)

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KEY INSIGHTS

DATE

Select all	Tuesday, October 01, 2013	Sunday, December 01, 2013	Saturday, February 01, 2014	Tuesday, April 01, 2014	Sunday, June 01, 2014
Sunday, September 01, 2013	Friday, November 01, 2013	Wednesday, January 01, 2014	Saturday, March 01, 2014	Thursday, May 01, 2014	Tuesday, July 01, 2014

SEGMENT

Select all	Enterprise	Midmarket
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.