Retail Sales Performance Dashboard

29K
Sum of SalesAmount
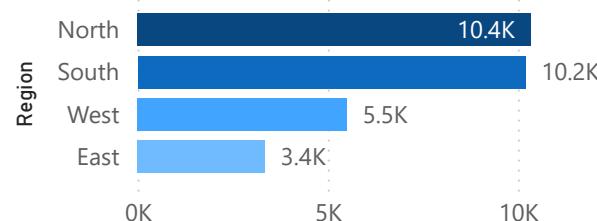
4.42
Average of CustomerSatisfacti...
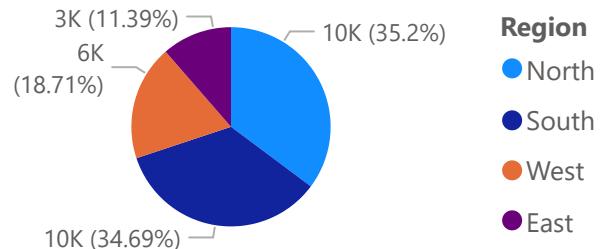
438
Sum of UnitsSold

Sum of SalesAmount by Month
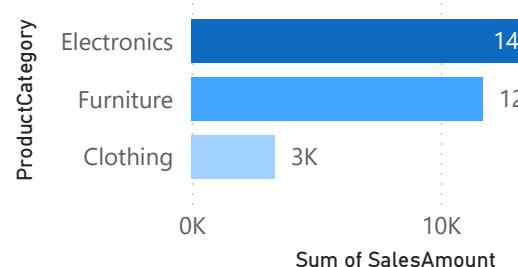
Sum of SalesAmount by Region

- North: 10.4K
- South: 10.2K
- West: 5.5K
- East: 3.4K

Total Sales by Region

- 3K (11.39%)
- 6K (18.71%)
- 10K (35.2%)
- 10K (34.69%)

Region
- North
- South
- West
- East

Total Sales by ProductCategory

- Electronics: 14K
- Furniture: 12K
- Clothing: 3K
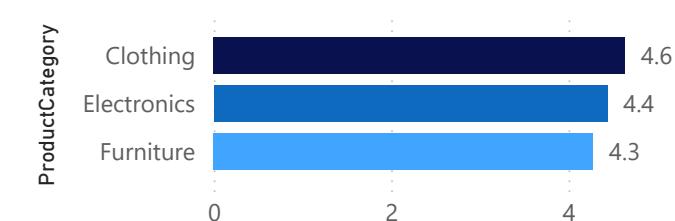
Total Sales by ProductCategory and ProductName

Electronics — Monitor 2K, Camera 2K, Microwav..., TV..., Smartw..., Tablet 1K, Pr..., Lapt..., Smar..., He...

Furniture — Books..., Couc..., Beds..., Bed 2K, Nightsta..., Dresser..., Sofa 1K, Table 1K

Clo... — Swe...

Region

| East | North | South |
| West | | |

ProductCategory

| Clothing | Electron... | Furniture |

Year

2023
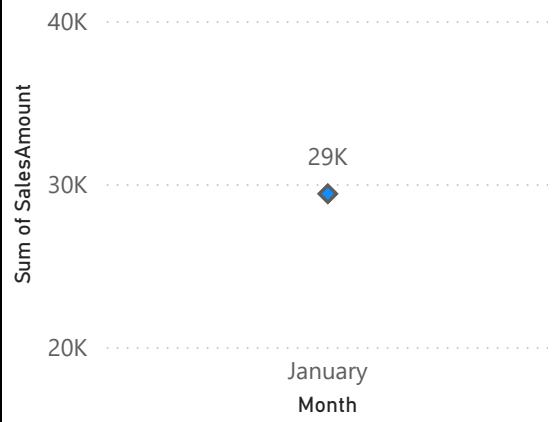
Average CustomerSatisfaction by Region

- East: 4.6
- North: 4.4
- South: 4.4
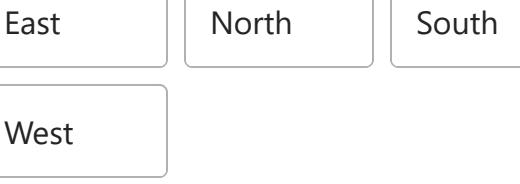
Average CustomerSatisfaction by ProductCategory

- Clothing: 4.6
- Electronics: 4.4
- Furniture: 4.3
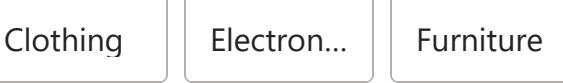
Key Insights and Recommendation

SALES PERFORMANCE ANALYSIS
KEY INSIGHTS

Sales Distribution:
North and South regions drive 70% of sales ($20.2K combined). West region underperforms at only $5.5K.

 Product Performance:
Electronics leads all categories at $14K (48% of revenue). Top products are Monitor ($2.2K), Microwave ($1.7K), and Bed ($1.5K).

Customer Satisfaction:
Strong overall satisfaction at 4.42/5.0. East region leads at 4.6, while Clothing category has highest product satisfaction at 4.6.

Recommendation:
Focus growth efforts on West region (lowest sales) and leverage high satisfaction scores in East region to drive sales.

Dashboard created by Christine Wawira | November 2025
Power BI Case Study: Retail Sales Analysis