

# Main Dashboard

Project Title & Team Members

General Steps followed

Overall Statistics & Facts about the store

Time intelligence

Ship mode

Ship

## Analytics of Sales store prepared by Sales team 2"

- **Team Members:**
- **1- Ahmed Saeed Abdel-Aleem.**
- **2- Mohamed Ahmed Amin.**
- **3- Muhammad Hassan.**
- **4- Amr Attia.**
- **5- Abdelrahman Mahmoud.**

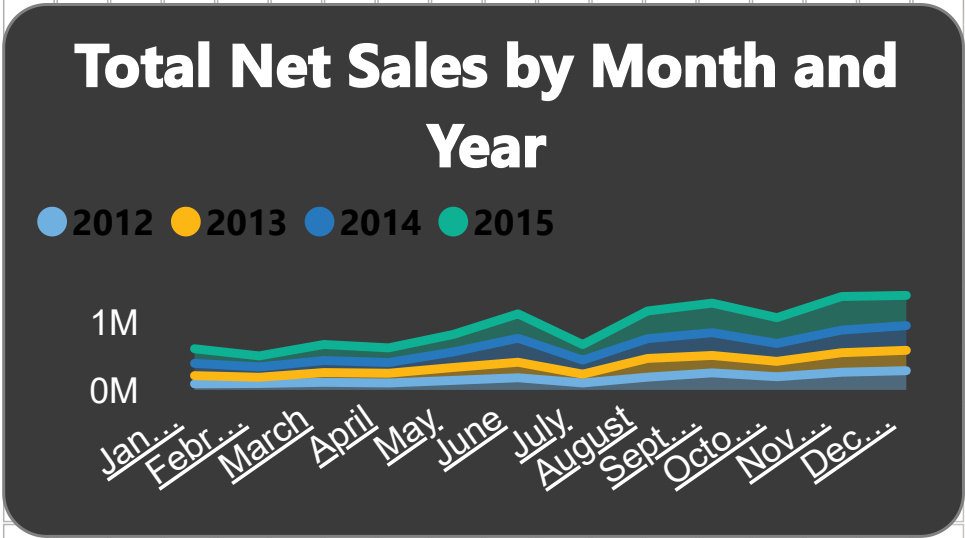
### "General Steps followed"

- 1- Fetched the full dataset with 51290 rows instead of 9800 rows in the summarized dataset.
- 2- Imported dataset to Microsoft Power BI from the XLSX dataset file.
- 3- Cleansed the data using power query editor.
- 4- Extracted Brand Name, Order Lead time & the date breakdown (Year, Quarter, Month).
- 5- Created some measures to provide overall facts & statistics about the store & its performance.
- 6- Created separate pages for each analytics area ( Time Intelligence, Ship Mode, State, City, Order Lead Time, Customers & Segments, Brands, Product Categories & Sub-categories)
- 7- Created the visuals related to each area of analytics to provide the suitable insights.
- 8- Summarized the findings & provided the recommendations from our point of view.
- 9- Created the Main Dashboard.

# Overall Statistics & Facts About The Store

Sales Store Age in years	Total Number of Customers
4	17.42K
Total Number of Orders	Number of Products Sold
25.73K	3788
Number of Brands sold	Number of countries served
493	165
Number of Customers Segments	Average Order Service Time (days)
3	4.02

# Time Intelligence



Country

All

Quarter

All

Month

All

Market

All

Year

All

# Time Intelligence

11.30M

Sum of Net Sales

1.47M

Total Profit

1.36M

Total shipping Costs

493

# of Brands

Country



All



Market



All



Month



All

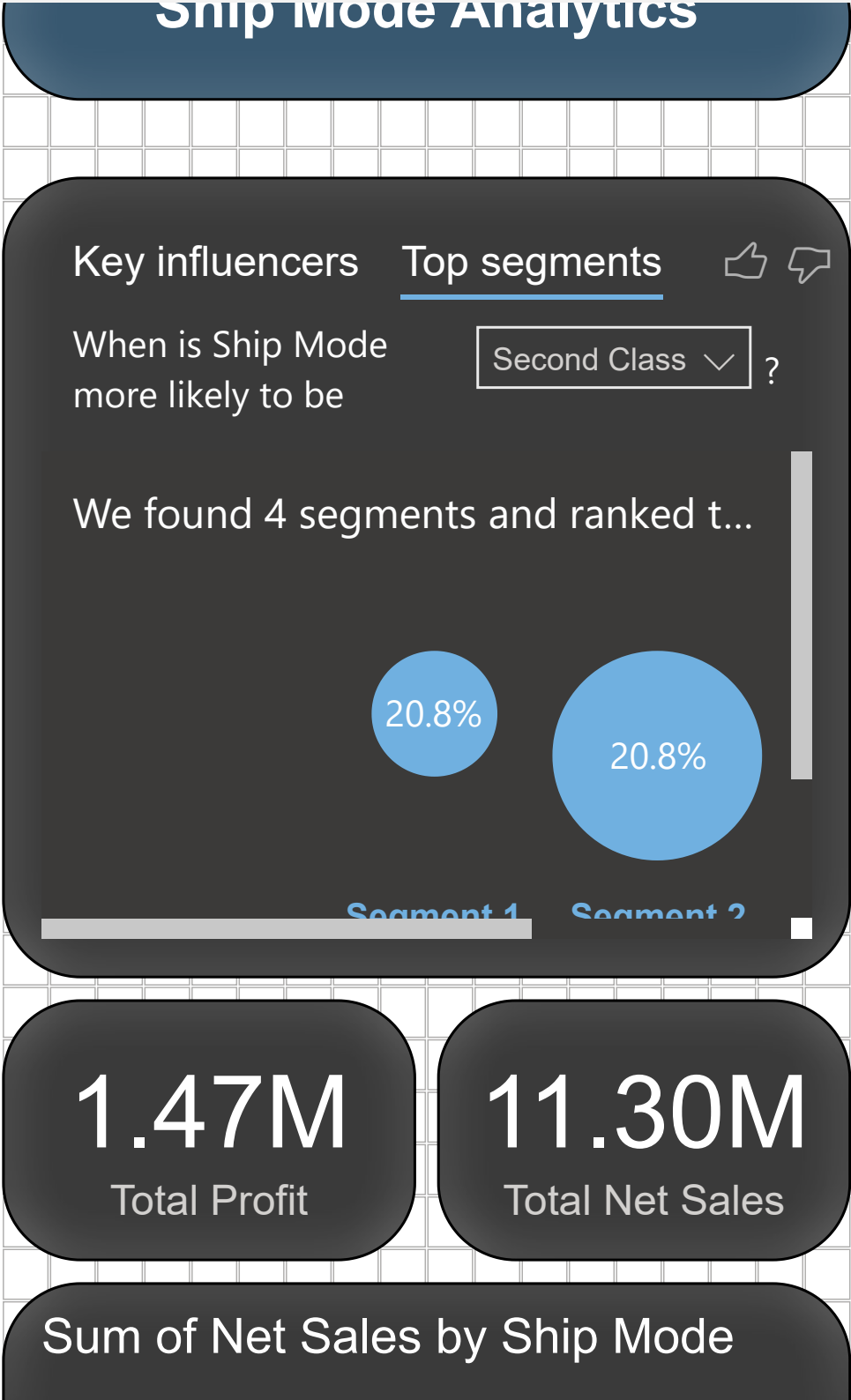


Quarter



All





# State Analytics

13.94K

Total Net Sales

6

# of States

Year

All

Region

All

State

Multiple selections

Total Net Sales by State









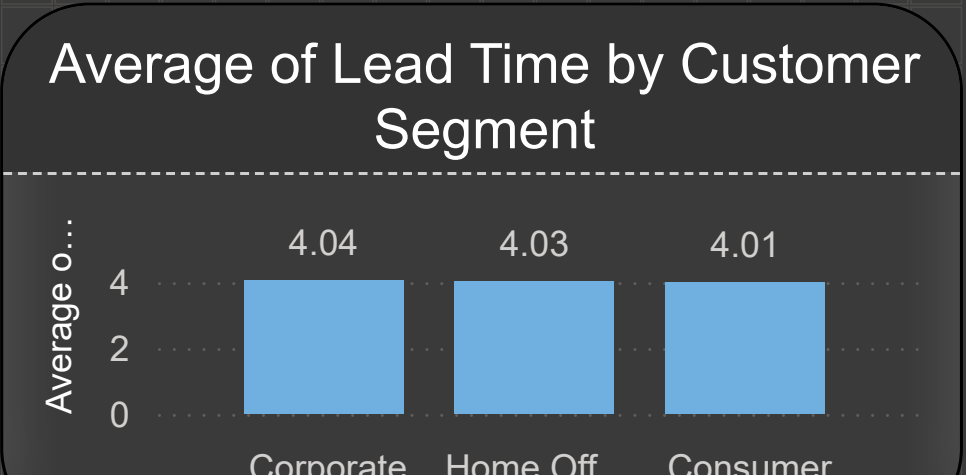
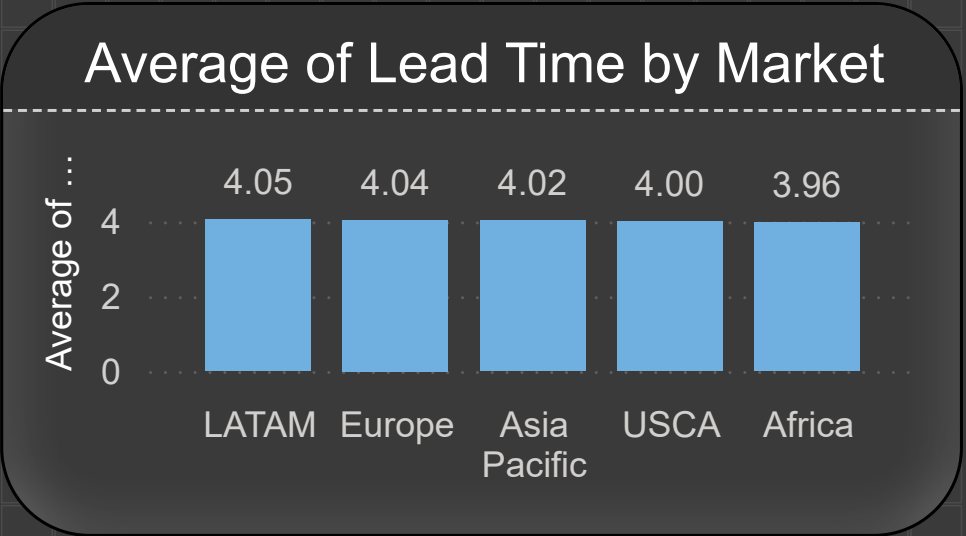
# Order Lead Time Analytics

Market

All

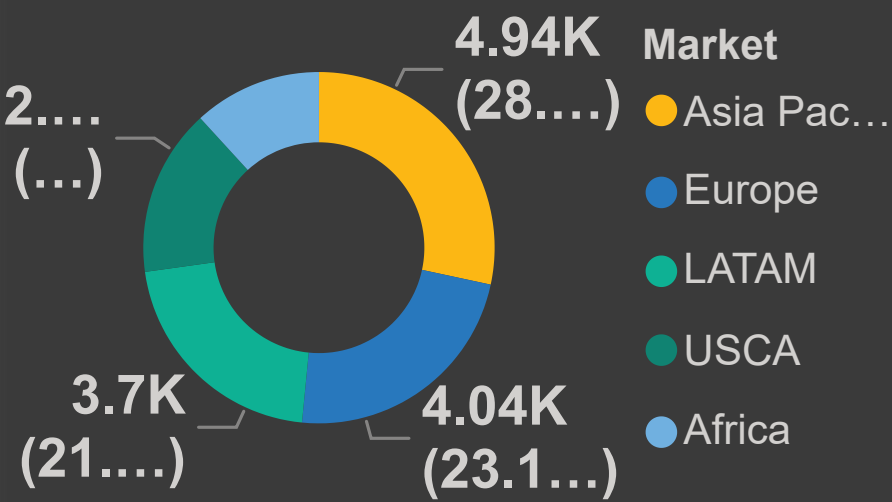
Country

All



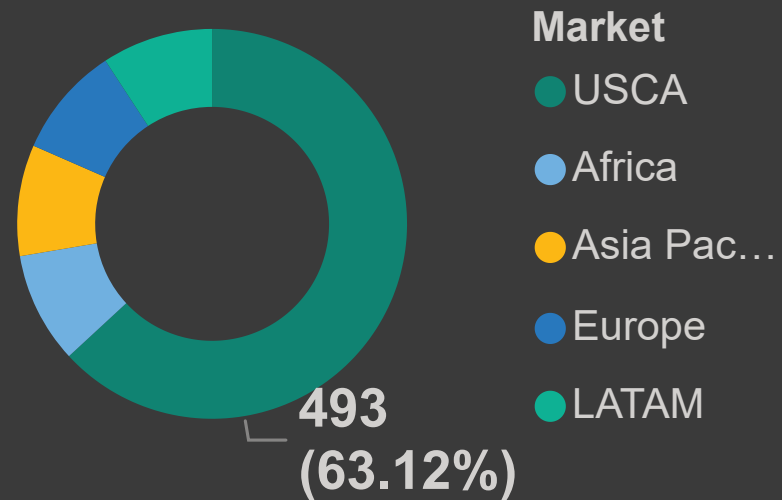
# Customers & Segments Analytics

Number of Customers served in each Market



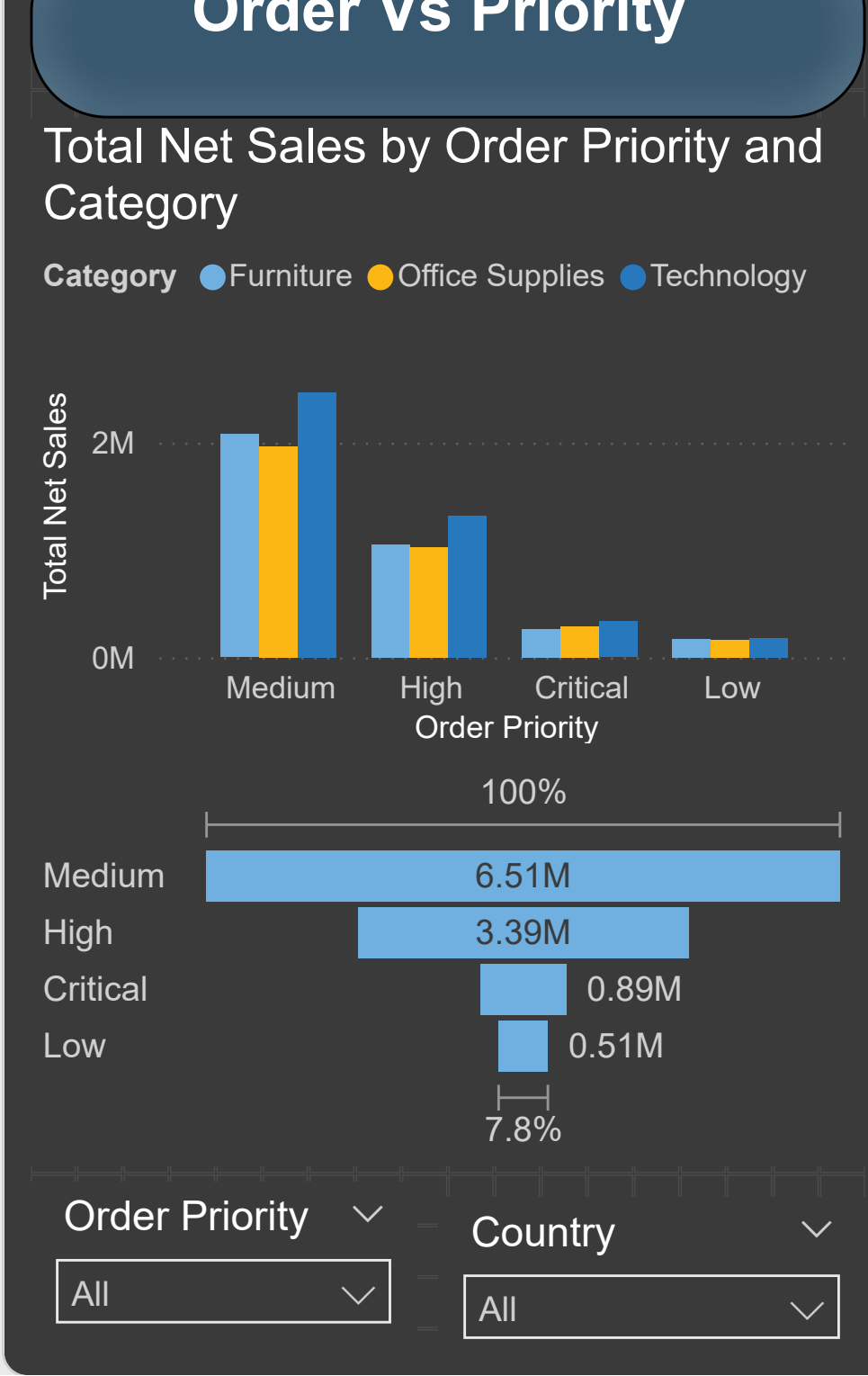
# Brands Analytics

## Number of Brands sold in each Market



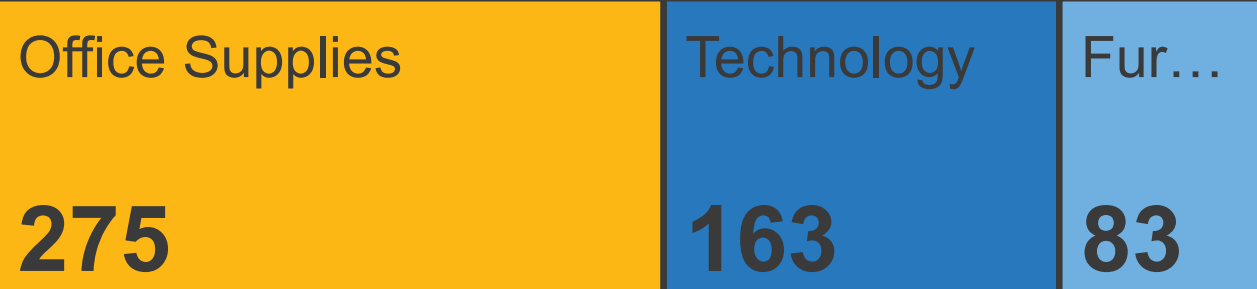
## Number of Brands sold in each customer segment



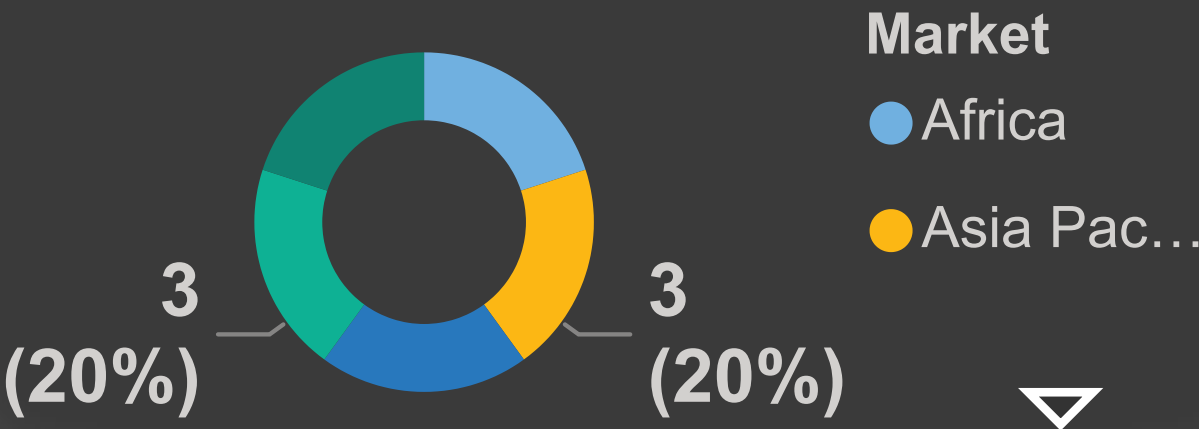


# Products Categories & Sub-categories Analytics

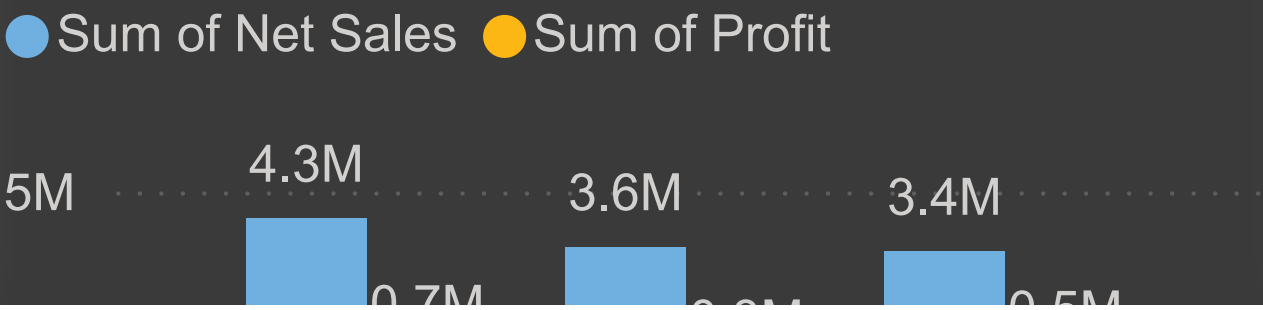
Number of Brands under in each product category

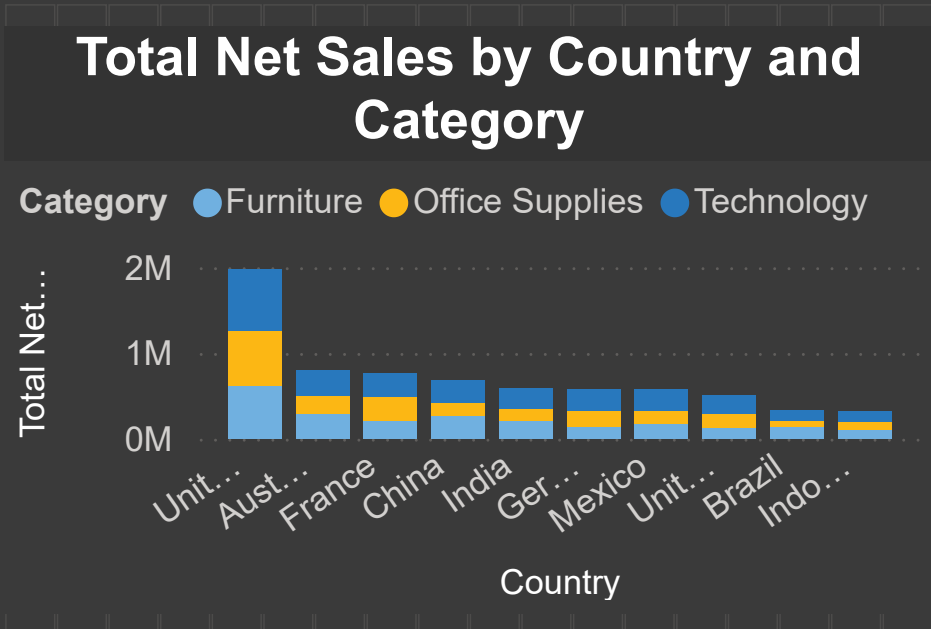
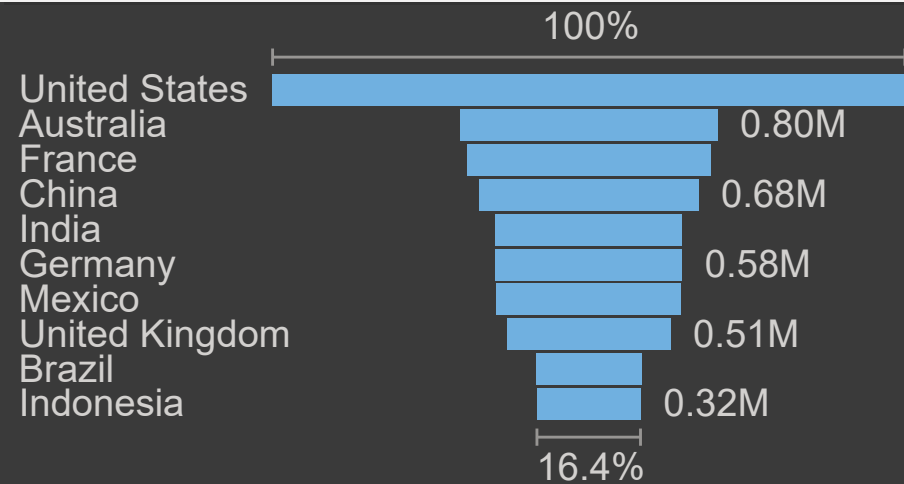


Number of Categories sold in each Market



Total sales value of each product category

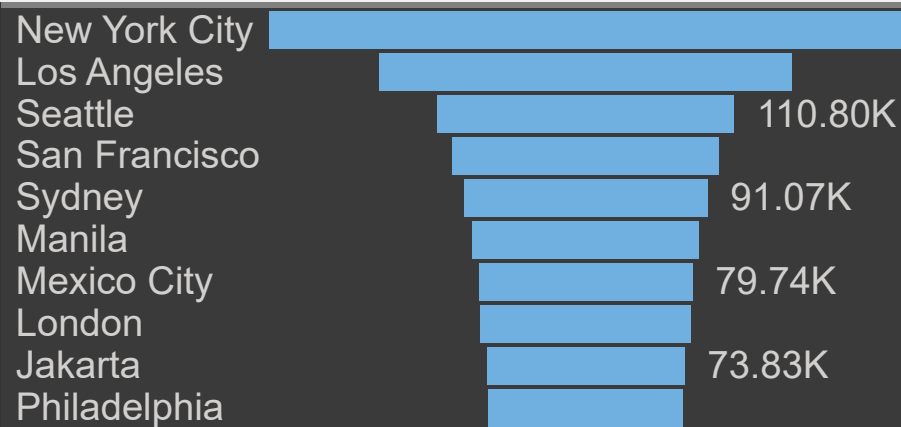




Year

All





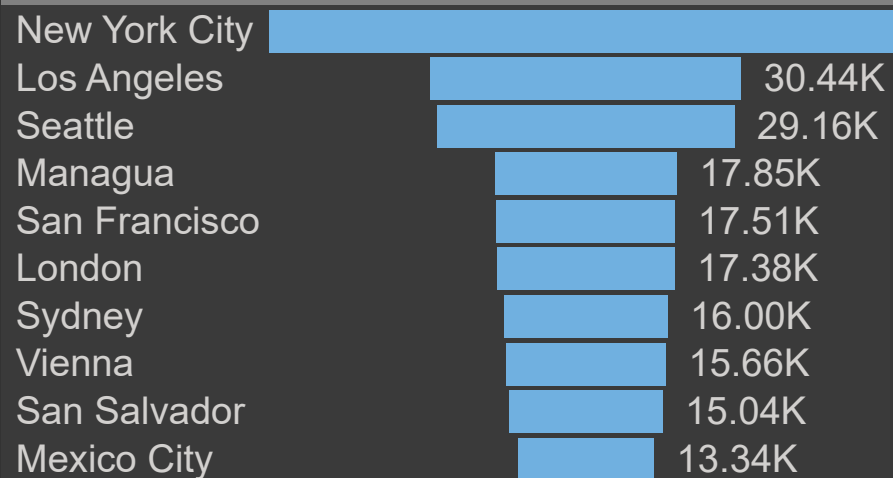
Country

Year

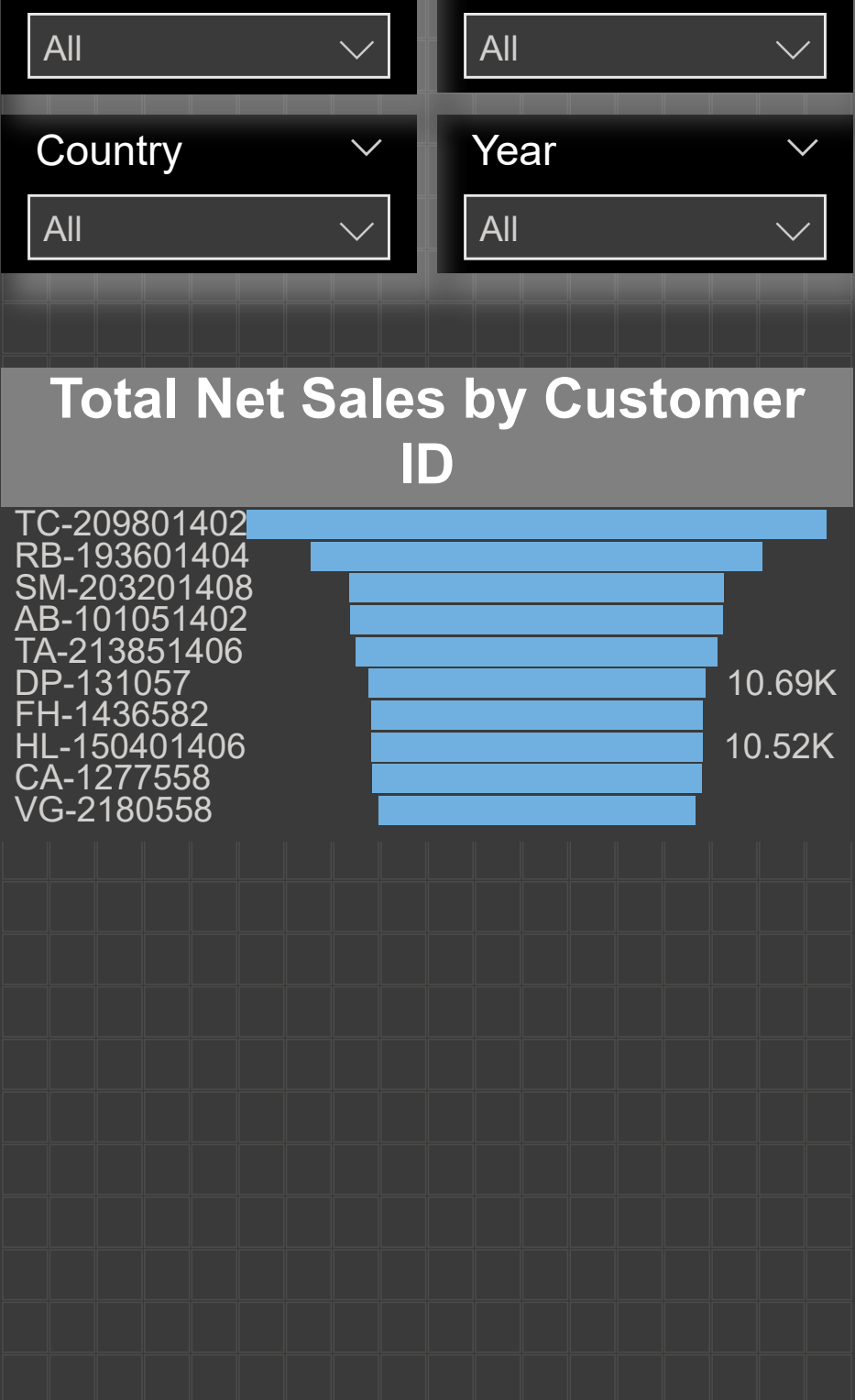
All

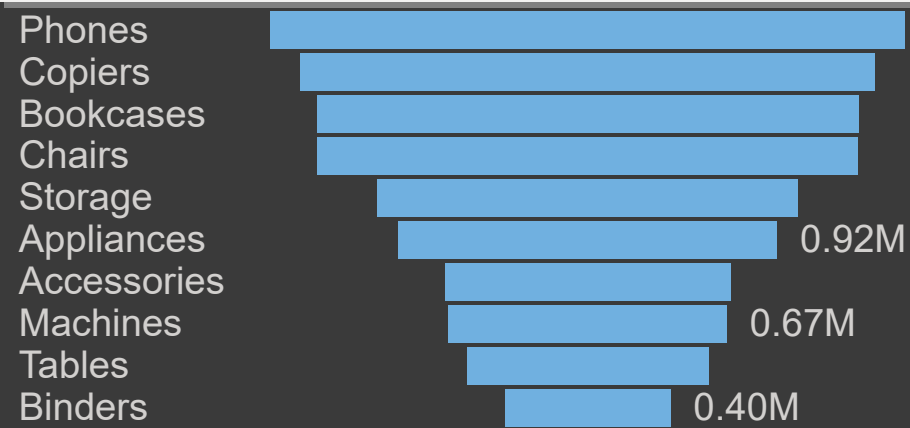
All

### Total Profit by City



Category





Category

▼

All

▼

Year

▼

All

▼

Market

▼

All

▼

Region

▼

All

▼

City

▼

All

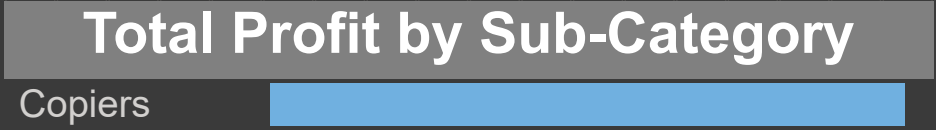
▼

Country

▼

All

▼





## Create mobile layout

Drag visuals from the page visuals pane onto the mobile canvas or use the auto generated layout to create a mobile layout.

Auto-create mobile layout

### Summary & some findings out of the previously provided analytics

#### Areas of Excellence:

- 1- Fast growing startup with an average 25% annual increase in sales volume.
- 2- Strong logistics & supply chain team, as the average lead time for different geographical areas is approximately the same (4 days).
- 3- The sales & profit values hit the peak in the last quarter of each year.

#### Areas of Prospective Improvements:

- 1- The store shall automate the selling process of the office supplies & provide more focus on hiring salespersons with technological background to well manage the highest cashflow of the company.
- 2- Repricing & Cost restructure of technological products to increase the profitability % of this highest cash flow value.
- 3- Meeting shall be held with the sales & Marketing teams to discuss the reason why 91% of the brands are only sold in one Market USCA & the possibility to expand to new markets.
- 4- Offers shall be made in the 1st quarter of each year, as the sales & profit values hit the lowest points.

#### General Insights:

- 1- Most Customers are located in the second class ship mode.
- 2- All 5 Markets served by the store purchase all product categories.
- 3- The highest sales value is made by selling mobile phones.
- 4- Most of the brands can be sold directly to