**Objective:**  
To build a **Sales Performance Dashboard** using Adventure Works data that helps stakeholders:

* Track overall sales and profit
* Analyze sales trends over time
* Identify top-performing products, customers, and regions
* Compare sales with production cost
* Support strategic business decisions

**🧭 Filters (Financial Quarter, Year, Region)**

* Allow dynamic slicing of all charts:
  + Compare **year-over-year** trends
  + Understand **regional performance** by financial quarter
  + Get **custom insights** for specific planning

**KPI Summary (Top Section)**

**1. Total Sales – ₹29.36M**

* **What it shows**: The total revenue generated from all product sales across all years and regions.
* **Insight**: This is a healthy cumulative figure, indicating business scale and product demand.
* **Use**: Helps leadership understand overall revenue size and benchmark year-over-year growth.

**2. Total Profit – ₹12.08M**

* **What it shows**: Total earnings after subtracting product costs and discounts from the sales revenue.
* **Insight**: Over 40% of revenue is profit, which indicates **cost efficiency** and **good pricing strategy**.
* **Use**: Important for stakeholders and finance teams to assess profitability and make investment decisions.

**3. Profit Margin – ₹32.21K**

* **What it shows**: Average profit earned per unit or per order (based on your calculation).
* **Insight**: While the total profit is high, average margin indicates room for improvement in certain products.
* **Use**: Helps in **product line optimization** and improving **pricing models**.

**📊 Chart-Wise Insights**

**🔹 Quarter-wise Sales (Pie Chart)**

* **Insight**: Q3 is the strongest quarter with ₹9.1M sales (over 30% of total).
* **Business Implication**: Indicates a **seasonal trend**—possible holiday season or annual sales spike. Focus marketing efforts in Q2 to build up to Q3.

**🔹 Year-wise Sales (Bar Chart)**

* **Insight**: 2013 was the peak year (₹16.35M), over double the sales of 2012.
* **Trend**: Sudden growth from 2011–2013, then drop post-2013.
* **Business Implication**: Analyze what drove 2013 success (product launches, campaigns) and what caused the post-2013 decline.

**🔹 Monthly Trend Sales vs Profit (TreeMap)**

* **Insight**:
  + **Top Sales Months**: March, August, December.
  + **Top Profit Months**: March, December.
* **Business Implication**: These months might reflect promotions or festive demand. Plan inventory, staff, and ads accordingly.

**🔹 Top 10 Customers by Sales (Bar Chart)**

* **Insight**: Jordan Turner leads with ₹15,999 in sales.
* **Business Implication**:
  + Target these high-value customers for **loyalty programs** or **exclusive deals**.
  + Explore cross-selling opportunities.

**🔹 Top 10 Products by Sales (Bar Chart)**

* **Insight**: Products like **Mountain-200 Black** and **Silver** dominate the top spots.
* **Business Implication**:
  + Maintain high stock levels for these.
  + Bundle with slower-moving items or use them for upselling.
  + Use top-sellers as a benchmark to improve low-performing products.

**🔹 Sales vs Production Cost (Bar + Line Chart)**

* **Insight**:
  + 2013: High sales but also high cost — margin could be lower despite sales spike.
  + Post-2013: Costs dropped but so did sales — possibly cost-cutting impacted quality or marketing.
* **Business Implication**:
  + Balance **cost control** with **demand generation**.
  + Review pricing strategy and vendor costs.

**🔹 Region by Sales (Bar Chart)**

* **Insight**: One region significantly outperforms others; another has **null data** — needs data cleaning or population.
* **Business Implication**:
  + Focus efforts in top-performing regions.
  + Investigate underperforming or missing data regions (possible new market potential).