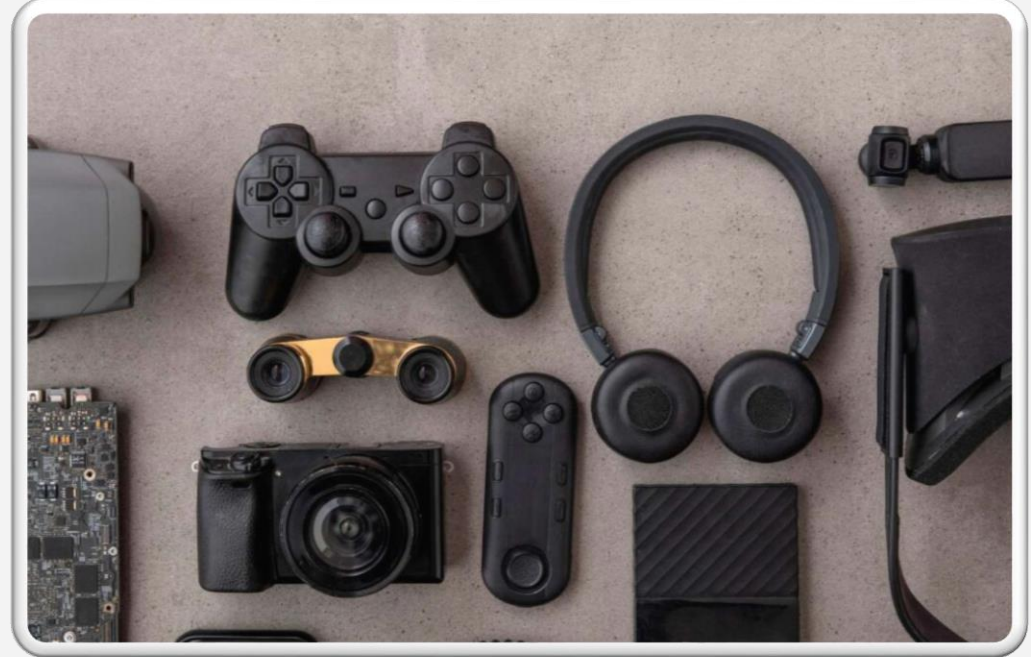


Electronic-Sales Command Deck



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12/09/2025

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01

Opportunity in Focus



From Fragmented Data to Unified Command

The CEO needed a single source of truth for rapid, strategic decisions. This dashboard unifies **15,000+ transactions** into a secure, interactive report, eliminating delays caused by fragmented spreadsheets.



Rapid Decisions

Real-time insights for inventory and investment.



Secure Access

Row-level security for Regional Directors.



Quantified Answers to Key Business Questions



Sales Drivers

Which channels & product categories generate the majority of revenue?



Promotion ROI

Which promotions are most effective and worthy of scaling?



Geographic Performance

Which states and zones are over- or under-performing?



Accountability & Targets

Who is responsible for each region, and how do sales compare to targets?

02

Data & Method

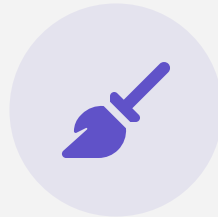


The Data Transformation Pipeline

xlsx

1. Raw Data Load

Imported 6 tables (Sales, Product, State, etc.)



2. Data Cleaning

Removed dupes, standardized currencies to ₦.

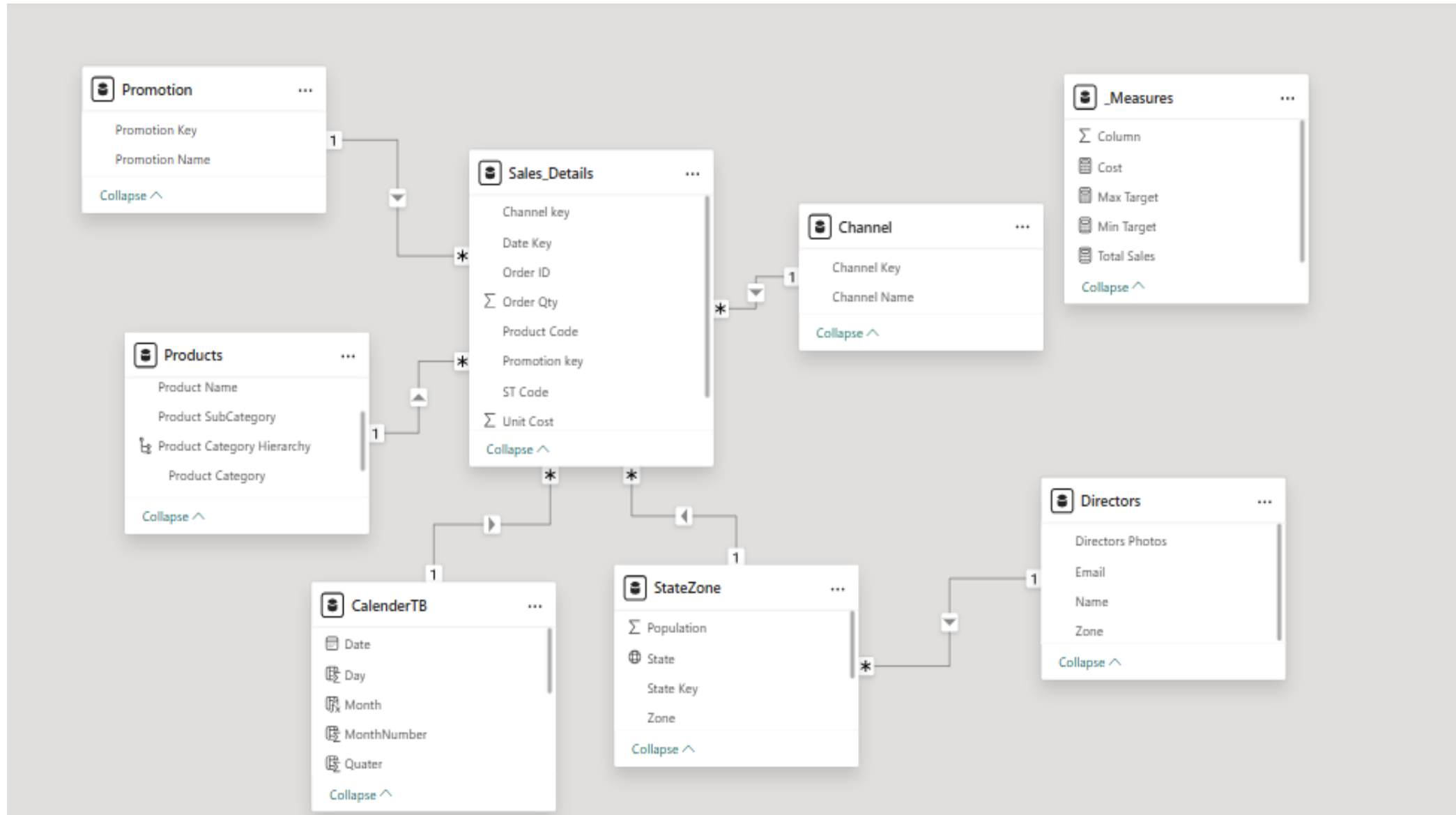


3. Star Schema

Built a central fact table with related dimensions.

Result: A clean, scalable data model ready for complex analysis and visualization, including a population table for per-capita insights.

Star Schema



The Engine: Key DAX Measures

Total Sales

$$\text{Total Sales} = \sum (\text{Unit Price} \times \text{Quantity})$$

The core measure, calculating gross sales by multiplying unit price and quantity for every transaction.

Sum Order Quantity

$$\text{Sum Order Qty} = \sum (\text{Quantity})$$

Provides a count of total items sold, useful for inventory and operations analysis.

Target Comparisons

$$\text{vs. Min/Max Target} = \frac{\text{Total Sales}}{\text{Target}}$$

Flexible measures to benchmark performance against predefined minimum and maximum sales goals.

Time Intelligence

$$\text{YoY Growth} = \frac{\text{Current Sales} - \text{PY Sales}}{\text{PY Sales}}$$

Enables analysis of sales trends over time (Year-over-Year, Quarter-over-Quarter).

03

What We Found



Revenue is Concentrated

A small number of channels, products, and promotions drive the majority of sales, revealing clear strategic priorities.

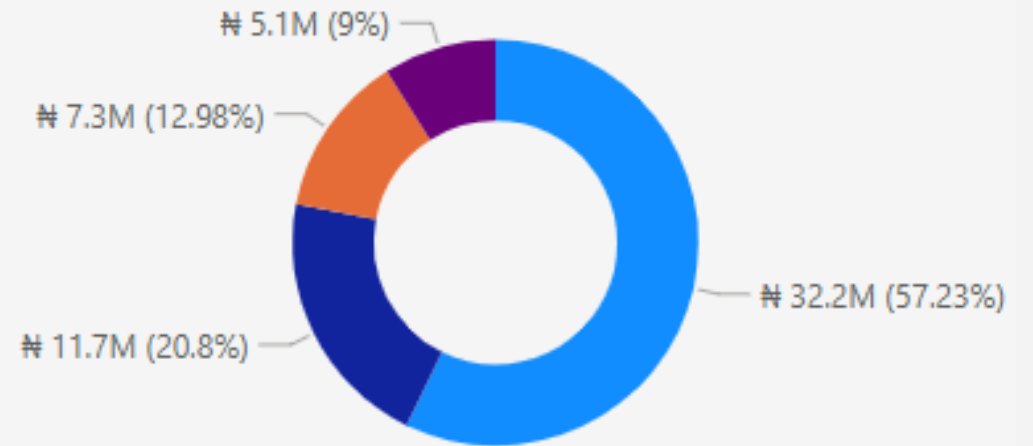
Outlet Channel 57.2%



Top 3 Product Categories
Camcorders, Projectors, Laptops

Advertiser Promo #1 Performing

Channel Sales Breakdown



Channel Name ● Outlet ● Online ● Reseller ● Catalog

Geographic Hotspots & Untapped Potential



High-Performing Clusters

- South-East (Ebonyi, Anambra)
- Ilorin (South-West)
- Delta (South-South)

Areas for Investigation

- FCT shows lower than expected volume.
- North-Central has moderate activity.
- Data completeness to be verified.

04

Security & UX





Secure by Design: RLS Deployed

Row-Level Security (RLS) ensures each Regional Director sees only the data for their assigned zone, protecting sensitive information and ensuring compliance.



Role Definition

A security role filters the `Directors` table.



Dynamic Filter

The filter uses `[Email] = USERPRINCIPALNAME()` to dynamically show only the current user's data.

Intuitive Two-Click Experience



1. Executive Home Page

KPIs, channel breakdown, product & promotion analysis, and time-based trends.



2. Regional Directors Page

Zone filters, geospatial map, target gauge, and accountable MD profiles.

Bookmarks and a uniform corporate palette ensure a polished, intuitive, and professional user experience.



Electronic Sales Analysis Dashboard

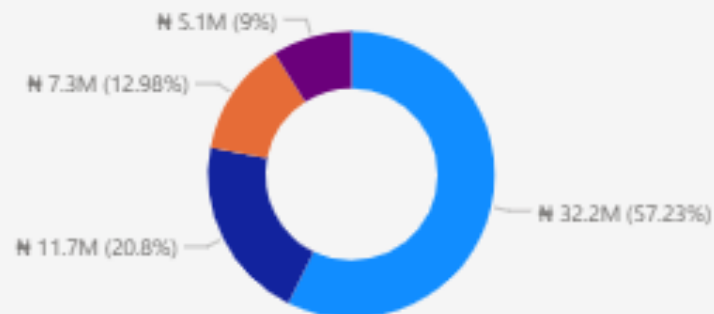


Home



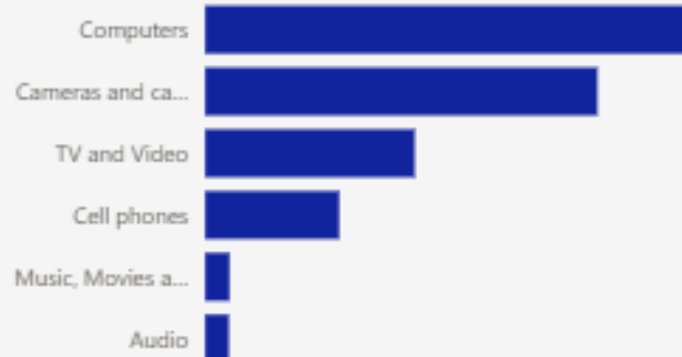
Director

Total Sales by Channel Name



Channel Name ● Outlet ● Online ● Reseller ● Catalog

Total Sales by Product Category



N 251K

Sum of Order Qty

N 56.3M

Total Sales

Zone ▼

All ▼

Year

2011

2012

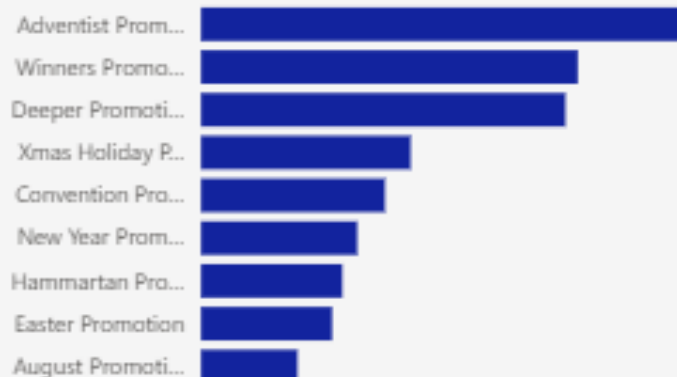
2013



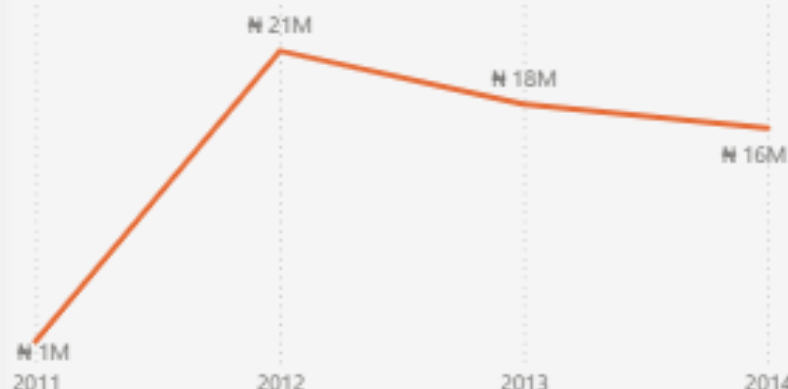
Regional MD's

- ☐ Bola Tunji
- ☐ Eliana Jacob
- ☐ Esther Pam
- ☐ Felix Kongo
- ☐ George Bako
- ☐ Jane Okoro
- ☐ Usman Lawal

Total Sales by Promotion



Total Sales by Year, Quater, month & Day



Total Sales by Zone

South South N 13,662,443.7

North Central N 11,464,497.9

North west N 7,177,602.5

South

Zone

Federal Capital
Territory

North Central

North East

North West

South East

South South

South West



Home



Director



Total Sales by State



Total Sales, Min Target, Max Target and Total Sales



₦ 56.3M

Total Sales

₦ 251K

Sum of Order Qty

| State | Total Sales | Population | Population | Zone |
|---------------------------|-----------------------|------------|------------|---------------------------|
| Federal Capital Territory | ₦ 389,048.8 | 4802443 | | Federal Capital Territory |
| Ramona | ₦ 610,715.5 | 6687706 | | North Central |
| Total | ₦ 56,254,053.5 | | | |

Bola Tunji
Namebolatunji@hotmail.com
EmailSouth West
Zone

05

Decisions & Next Steps



Immediate Actions Approved



Prioritize Outlet Replenishment
Focus on high-selling SKUs like Laptops and Projectors.



Scale Successful Promotions
Replicate the mechanics of the top-performing Adventist Promo.



Invest in E-commerce
Increase budget for online channel conversion optimization.



Investigate Data Gaps
Look into the low sales volume reported in the FCT region.

Next Step:

Schedule daily data refresh and distribute role-restricted dashboards to all Regional Directors via Power BI Service.

Value Delivered & Future-Proofed

This dashboard is not just a report; it's a scalable decision-making platform that delivers immediate ROI and long-term strategic value.



Immediate Time Savings

Saves **4+ hours** of executive time per review by replacing manual reports.



Live Performance Alerts

Provides live alerts when sales drift from targets, enabling proactive management.



Scalable Architecture

The star schema and documented DAX allow easy extension to new products, channels, or markets.





THANK YOU

