Product Sales Analytics - Storyboard

1. Introduction / Objective

Goal: Build a dashboard to analyze product sales performance and uncover actionable insights.

User Sees:

- Title: Product Sales Analytics

- Subtitle: Created in Power BI

- Cover text: Track sales, profit, quantity, and AOV across categories, months, and regions.

2. Key KPIs Overview

Present high-level metrics to give users immediate insights.

Visual Elements:

- Total Sales

- Total Profit

- Quantity Sold

- Average Order Value (AOV)

Purpose: Quick snapshot of overall business health.

3. Sales Trends Over Time

Show how sales and profits evolve monthly.

Visual Elements:

- Line chart or combo chart: Monthly Revenue and Profit trends

- Optional: Add Month slicer

Purpose: Identify seasonal patterns and peak months.

4. Category & Sub-Category Performance

Deep dive into what products are performing best or worst.

Visual Elements:

- Bar/column chart: Top Sub-Categories by Sales

- Treemap or stacked chart: Category-wise contribution

Purpose: Compare product performance to optimize strategy.

5. Regional or Segment Analysis

Highlight sales distribution across regions (or customer segments).

Visual Elements:

- Donut or pie chart: Sales by Region or Segment

- Optional: Map visual for geo-spatial sales

Purpose: Identify high- and low-performing areas.

6. Payment Mode Breakdown

Analyze how customers prefer to pay.

Visual Elements:

- Donut or bar chart: Sales by Payment Method

Purpose: Support payment-related decision-making (e.g., POS optimization, discounts).

7. Interactive Filters

Allow dynamic exploration of the data.

Visual Elements:

- Slicers:

  - Month

  - Category

  - Region

  - Payment Mode

Purpose: Make the dashboard user-driven and customizable.

8. Insights & Recommendations

Wrap up findings from visuals with suggested actions.

Sample Insights:

- Phones are top-selling but low profit -> consider repricing

- Sales peak in November-December -> focus promotions there

- High use of cash -> explore digital incentives

9. Conclusion & Next Steps

Final dashboard wrap-up with value and future improvements.

Points to Include:

- Key benefits of the dashboard

- Potential enhancements (e.g., forecasting, more granular customer data)

- Invitation for feedback or next iteration