

Regional Sales Dashboard & Profit Insights — Denmark 2023

Purpose

Give leadership a clear, executive view of where growth and profitability come from across Denmark. The dashboard packs KPI cards, regional performance, a monthly trend, a geo view, and a product mix so decisions can be made in minutes rather than in weekly spreadsheets.

Audience

CEO, Commercial Director, and Regional Managers.

Business Questions Answered

- Which regions and product categories create the most value and deserve investment?
- Where is profit margin softening—and which mix or pricing actions help?
- How did orders and sales move this month vs. last—and which areas need attention now?
- Which customer segments and products are driving variance behind the trends?

Key KPIs

- Profit Margin %
- Total Orders
- Total Profit (DKK) — shown in Mkr formatting
- Total Sales (DKK) — shown in Mkr formatting
- Average Order Value (DKK)

Visuals

• Sales by Region (bar) • Sales, Profit & Margin by Region (map with bubbles) • Monthly Sales Trend by Region (area/line) • Total Sales by Product (treemap) • Slicers: Region, Product Category, Customer Segment, Month.

Data

Single curated table for 2023 with the following columns: Order Date, Region, Customer Segment, Product Category, Sales (DKK), Profit (DKK), Month, MonthName, MonthYear, and City/Country for geocoding.

Recommended Logical Model (for scalability)

While the current build uses a flat table, the reporting layer follows a simple star schema for clarity and future scalability:

- **FactSales:** OrderDate, Region, ProductCategory, CustomerSegment, Sales, Profit (DKK).

- **Date:** Date, Year, MonthNumber, MonthName, MonthYear.
- **Region:** RegionName, City (for map), Country.
- **ProductCategory:** Category, Subcategory (optional).
- **CustomerSegment:** Segment, Persona (optional).

Design Notes

High-contrast theme for accessibility; crisp typography; financials formatted in Mkr; safe DIVIDE patterns for percentage calculations; clean white space and consistent axis/labeling.

Decisions Enabled

- Prioritize marketing & inventory in high-performing regions/categories.
- Act on margin leakage by region/segment with pricing and mix changes.
- Set monthly targets by region based on trend and seasonal behavior.
- Brief sales teams with clear focus areas for the next cycle.

Example Insights (2023)

• West & North contributed the highest Sales (Mkr), with Technology and Office Supplies leading within their regions. • Margin pockets vary by region: tightening in selected segments indicates room for mix optimization. • Monthly trend shows seasonality peaking around mid-Q3, with a steady run-rate entering Q4.

How to Use the Page

1) Start with KPI cards for a health check. 2) Use the Region/Product/Segment slicers to narrow focus. 3) Read the map and bar chart together to see where value and margin align. 4) Scan the monthly trend for timing effects and pipeline needs. 5) Confirm the product mix in the treemap.

Limitations

Demo dataset; figures are illustrative. Currency and formatting shown in DKK with Mkr scaling for readability.

Next Improvements

- Add YoY benchmarks and goal lines to trend visuals.
- Introduce drill-through to region/product detail pages.
- Add refresh automation and data-quality checks for production.
- Publish read-only web version for public viewing.

Contact

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