End-to-End Sales Performance Analysis Executive Summary
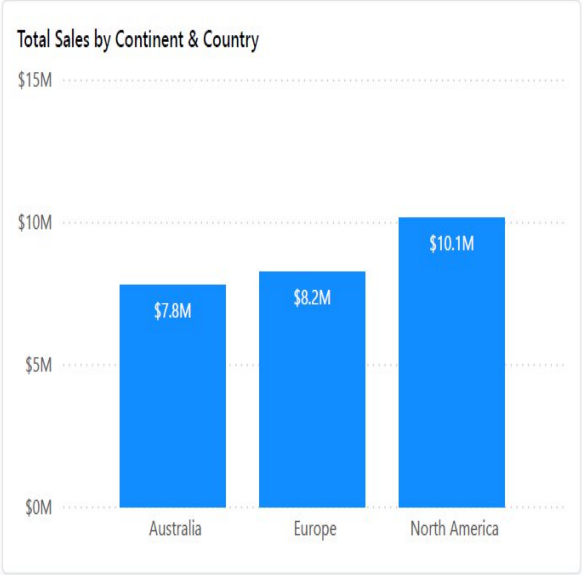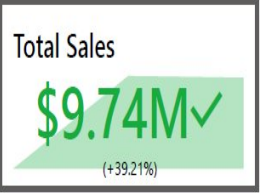
Project Description

This document presents an end-to-end analysis of sales performance across product categories, regions, and time. The Power BI dashboard enables stakeholders to monitor revenue, profitability, growth trends, and order behaviour using a structured star-schema data model.
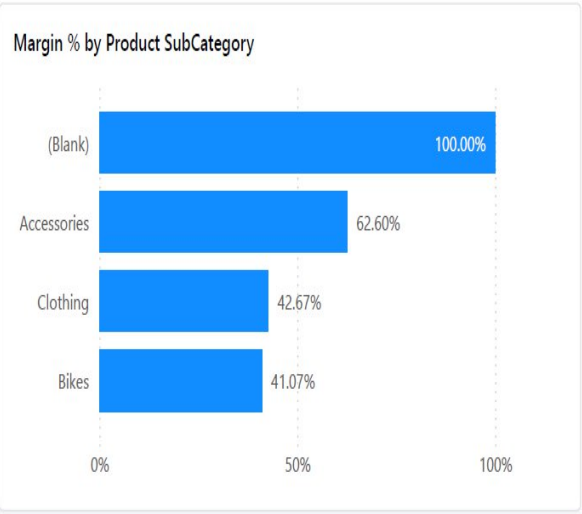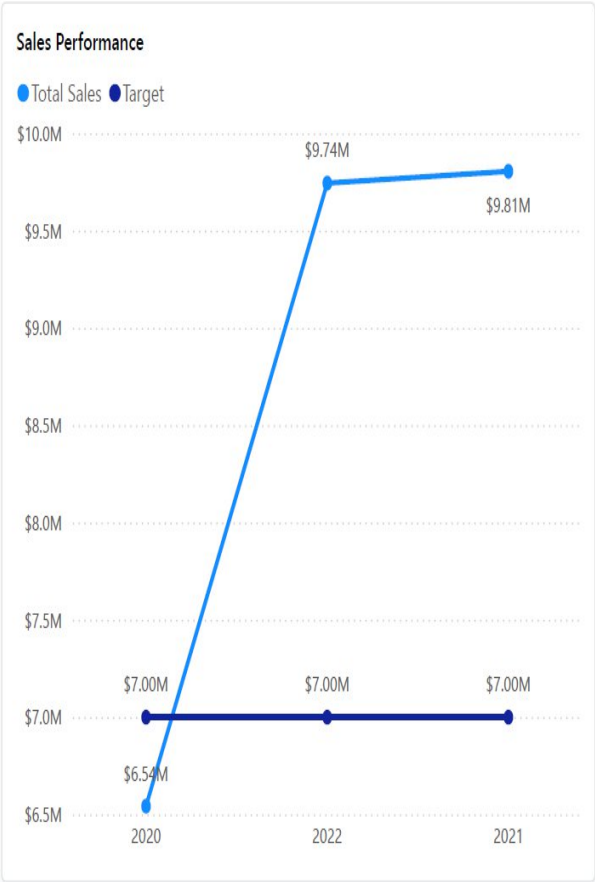
Dashboard

Year-Wise Sales & Order Summary

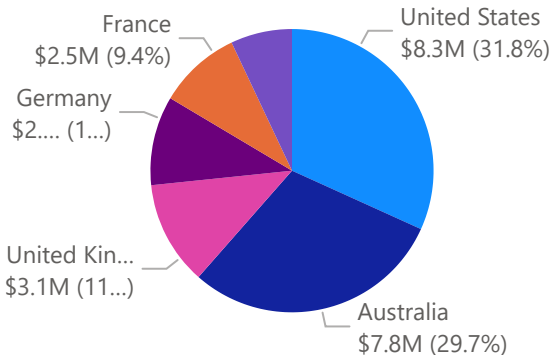| Sales Territory Country	Order Date Year ▲	Total Sales	Total Margin %	Count of Sales Order Line Items	Count of Sales Order	count of sales order GT 50	Percent of sales order line item of ALL time
Australia	2020	$2,157,728.671	100.00%	861	861	861	1.45%
Canada	2020	$621,602.3823	100.00%	226	226	226	0.38%
France	2020	$517,123.5756	100.00%	234	234	234	0.39%
Germany	2020	$523,412.41	100.00%	234	234	234	0.39%
United Kingdom	2020	$591,586.854	100.00%	265	265	265	0.45%
United States	2020	$2,131,334.3831	40.44%	865	865	865	1.46%
Australia	2021	$3,041,367.0156	100.00%	5356	2611	2,164	9.02%
Canada	2021	$535,958.3824	100.00%	3094	1337	584	5.21%
France	2021	$1,024,692.3867	100.00%	2292	1034	749	3.86%
Germany	2021	$1,057,435.598	100.00%	2259	992	716	3.80%
United Kingdom	2021	$1,306,168.2975	100.00%	2986	1267	935	5.03%
United States	2021	$2,839,388.0679	42.43%	8547	3714	2,450	14.39%
Australia	2022	$2,552,857.7	100.00%	6734	2852	2,194	11.34%
Canada	2022	$673,454.29	100.00%	4253	1765	754	7.16%
Total		**$26,092,303.5641**	**81.50%**	**59385**	**26646**	**18,679**	**100.00%**

Product-Level Sales Performance (Detailed View)

Filtered by selected product category and year

Order Date Year	Order Date Month	Product Subcategory	Total Sales	Total YTD Sales	PY TOTAL SALE	Total Sales YoY%
2022	Jul	Tires And Tubes	$4,560.91	$50,748.02	$1,756.10 ◆	159.72%
2022	Jun	Tires And Tubes	$7,857.6	$46,187.11	$121.53 ●	6365.56%
2022	Jul	Helmets	$3,184.09	$44,962.15	$1,574.55 ◆	102.22%
2022	Jun	Helmets	$7,487.86	$41,778.06	$209.94 ▲	3466.67%
2022	May	Tires And Tubes	$8,176.33	$38,329.51		
2022	May	Helmets	$8,537.56	$34,290.20		
2022	Apr	Tires And Tubes	$7,729.89	$30,153.18		
2022	Apr	Helmets	$7,242.93	$25,752.64		
2022	Mar	Tires And Tubes	$7,221.11	$22,423.29		
2022	Mar	Helmets	$6,473.15	$18,509.71		
Total			**$147,629.17**	**$147,629.17**	**$6,735.93**	**2091.67%**

Total Sales by Country

- United States: $8.3M (31.8%)
- Australia: $7.8M (29.7%)
- United Kin...: $3.1M (11...)
- Germany: $2.... (1...)
- France: $2.5M (9.4%)

Sales Performance Overview

Total sales reached $9.74 million, reflecting a 39.21% increase and exceeding the annual sales target of $7.00 million. Sales grew from $6.54 million in 2020 to $9.81 million in 2021, followed by a slight decline in 2022.

Regional Performance

North America leads with $10.1 million in sales, followed by Europe at $8.2 million and Australia at $7.8 million. The United States and Australia are key contributors, with $2.13 million and $3.04 million in sales respectively in 2021.

Product Category Insights

Accessories deliver the highest margin at 100%, while Clothing and Bikes record lower margins of 42.67% and 41.07%. Strong year-over-year growth is evident in Tires and Helmets during 2022.

Recommendations

Prioritise investment in high-performing regions, review pricing for low-margin categories, expand fast-growing product subcategories, and continue monitoring performance against targets.

Conclusion

This analytics solution provides actionable insights by combining executive KPIs with detailed product and regional analysis, enabling data-driven decision-making.