



Sales Performance Dashboard



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CONTENTS

1. Introduction

2. Key Performance
Indicators (KPIs)

3. Sales Over Time

4. Top Products

5. Regional Performance

6. Sales Representatives

7. Category & Customer
Type

8. Discounts & Net Sales

9. Recommendations

10. Appendix

01

Introduction

Sales Performance Dashboard

Interactive view of Sales, Profit & Quantity by Region and Category

TOTAL SALES	TOTAL PROFIT	TOTAL QUANTITY SOLD
5,019,265	253,136	25,355



Overview

Subtitle: Interactive view of Sales, Profit & Quantity by Region and Category

Footer: Dataset: Kaggle – vinothkannaece/sales-dataset.

02

Key Performance Indicators (KPIs)



Summary of KPIs

Total Sales

5,019,265

Total Profit

253,136

Total Quantity Sold

25,355

Note: Values as shown on the dashboard.

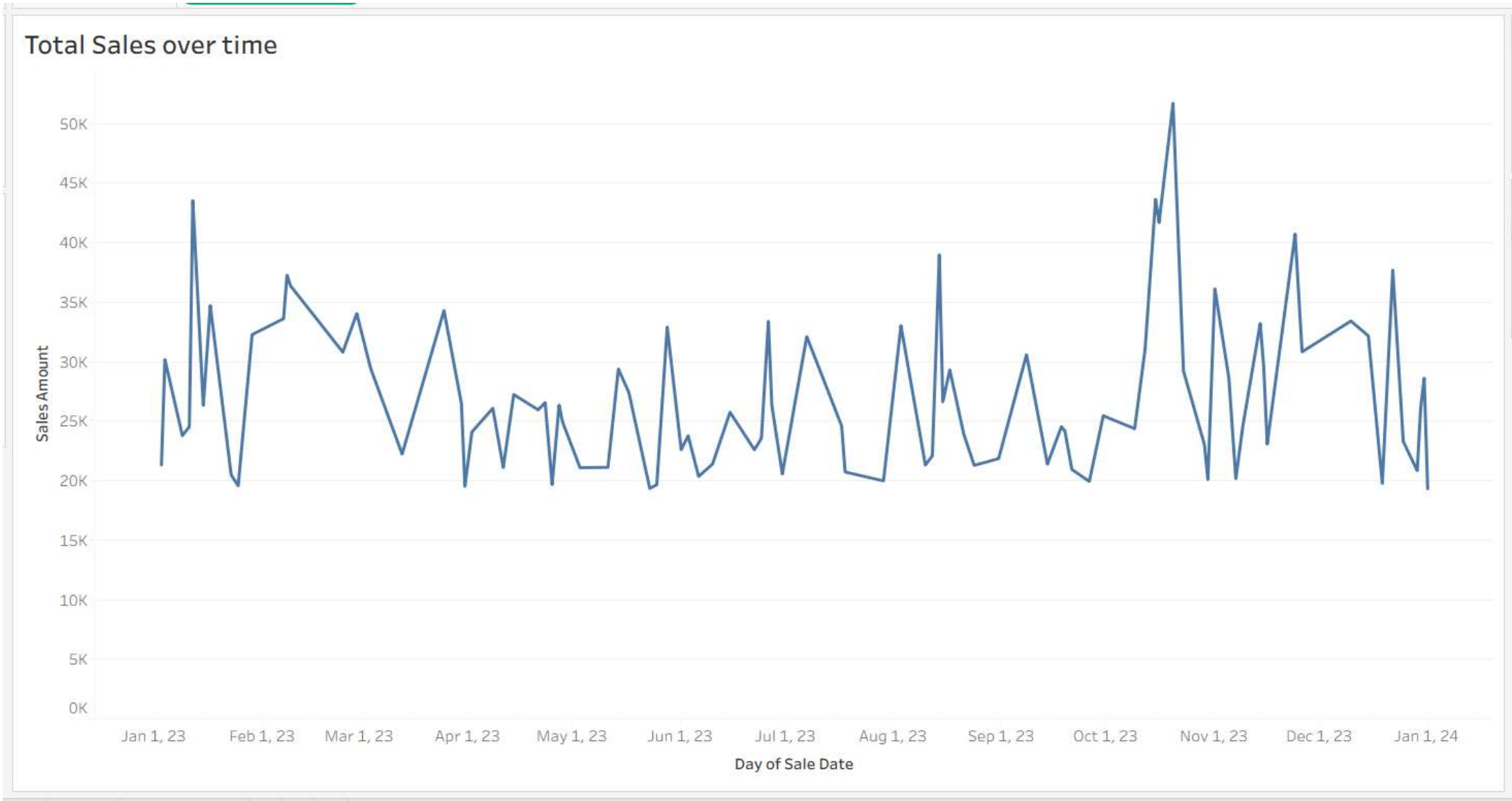
03

Sales Over Time

SALES OVER TIME

Observation: Sales decline observed from 2023 to 2024 — check data & seasonality.

Recommendation: Investigate root causes and review promotions/inventory.



05

Regional Performance

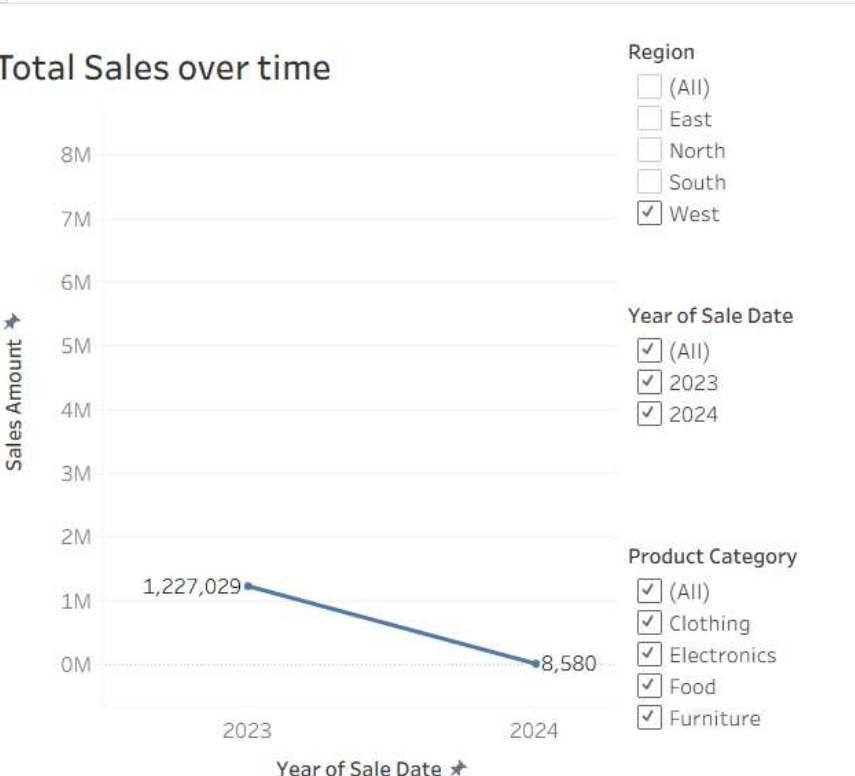
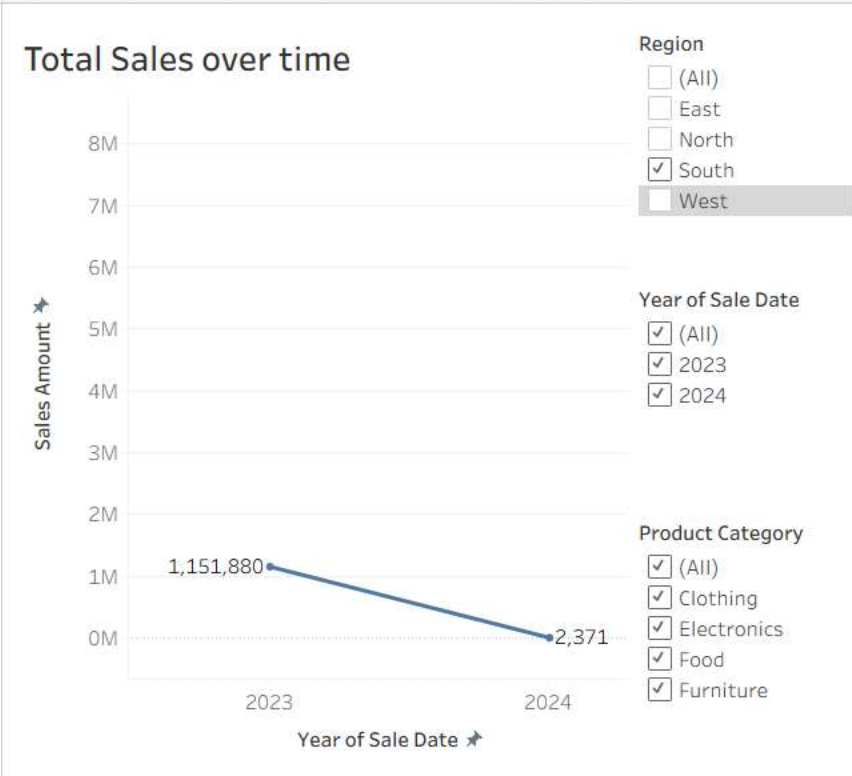
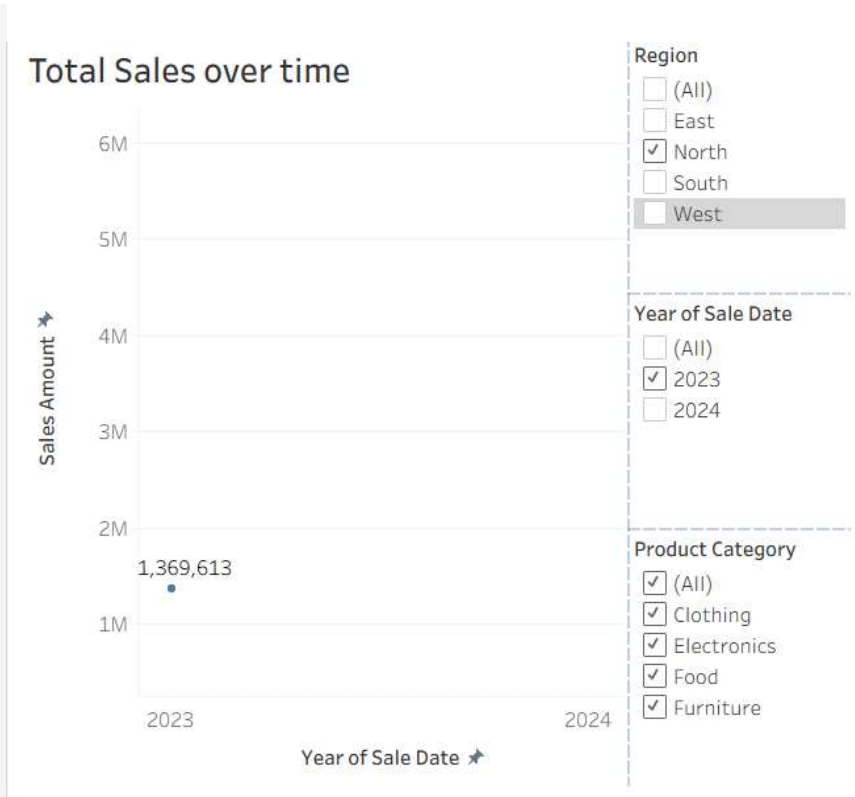
Regional Analysis of 2023

Observation

[Region SOUTH] highest SALES; [Region EAST] lowest.

Recommendation

Redirect advertising to underperforming regions.



07

Category & Customer Type



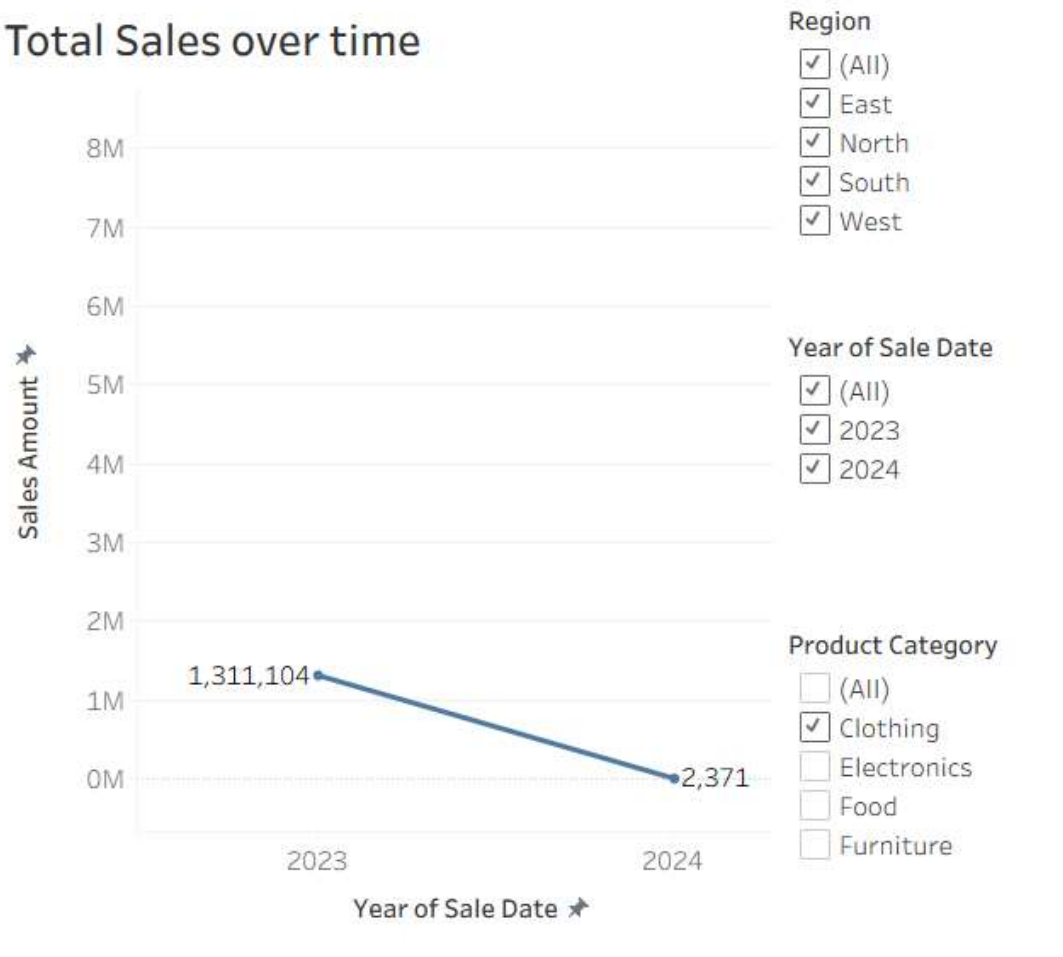
Revenue Insights

Observation

CLOTHING drives majority of revenue.

Recommendation

Focus product bundling and promotions on this category.



09

Recommendations



Strategic Actions

Prioritize top products & regions.

Investigate 2024 drop.

Review discount policy.

Train sales reps.

10

Appendix

Data Sources and Calculations

Data source

Kaggle — [vinothkannaece/sales-dataset](#).

KPIs

- Total Sales = $\text{SUM}([\text{Sales_Amount}])$
- Total Profit = $\text{SUM}(([\text{Unit_Price}] - [\text{Unit_Cost}] * [\text{Quantity_Sold}]), \text{etc.})$





Thank You