Task 3: *Dashboard Design*

Objective: **Design an interactive dashboard for business stakeholders.**
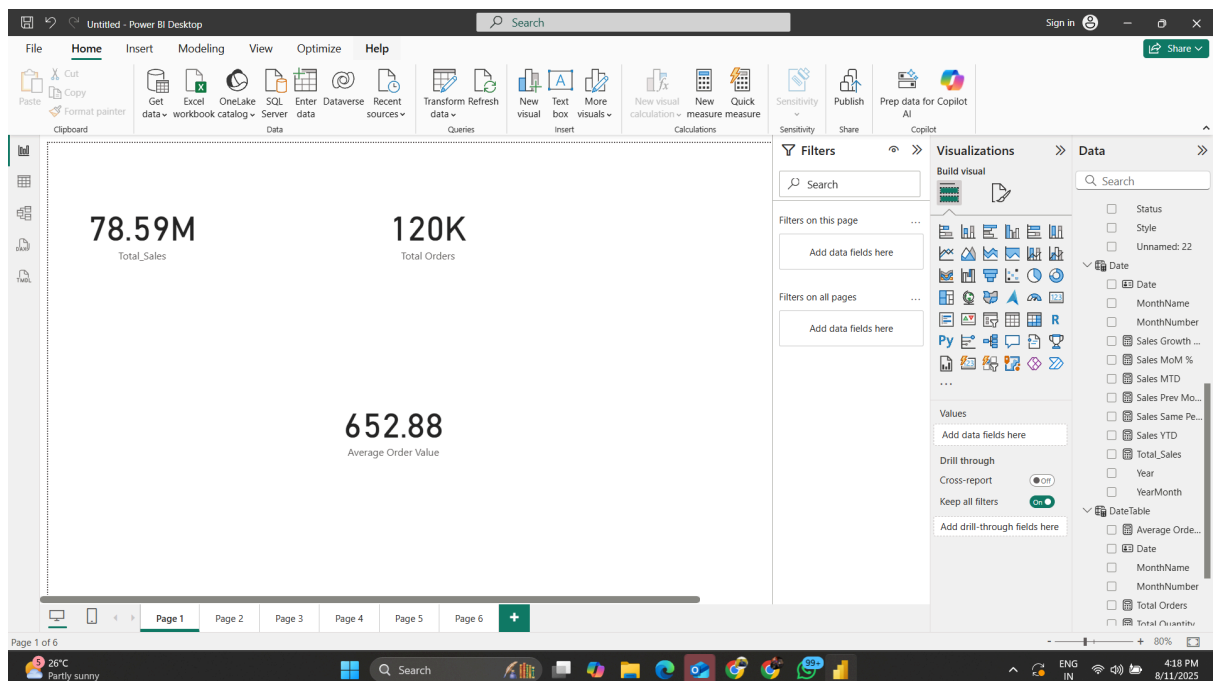
Tool: Power BI

Name: Aniket Navnath Nawale
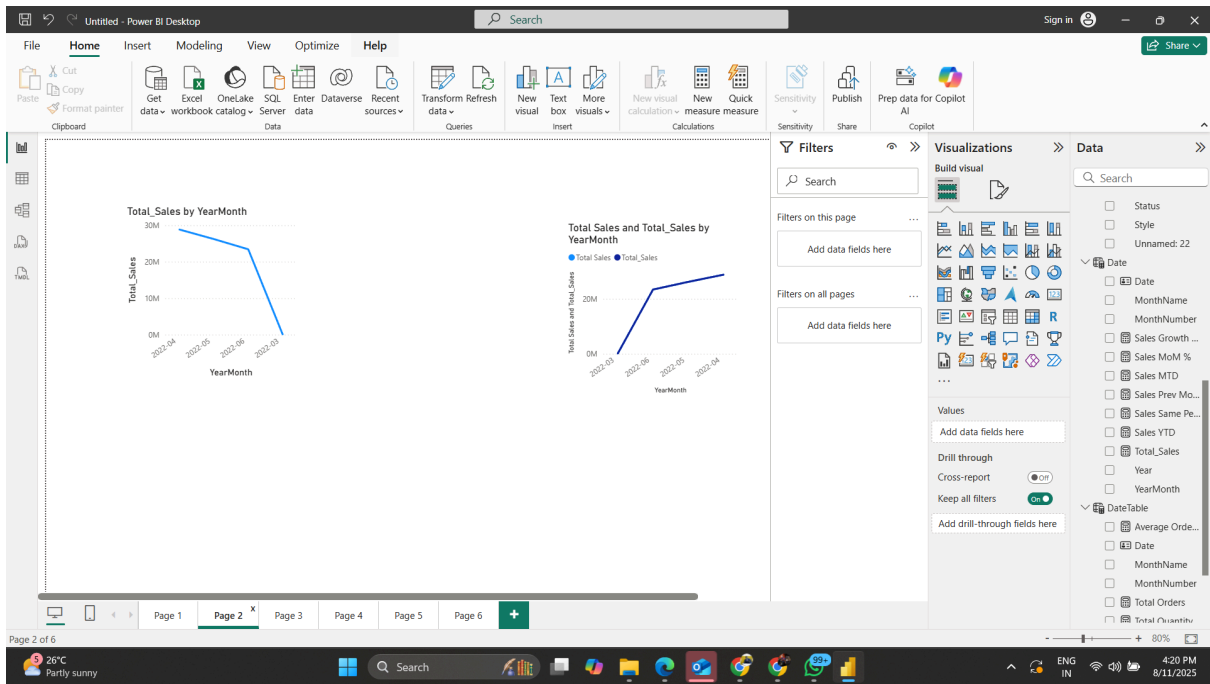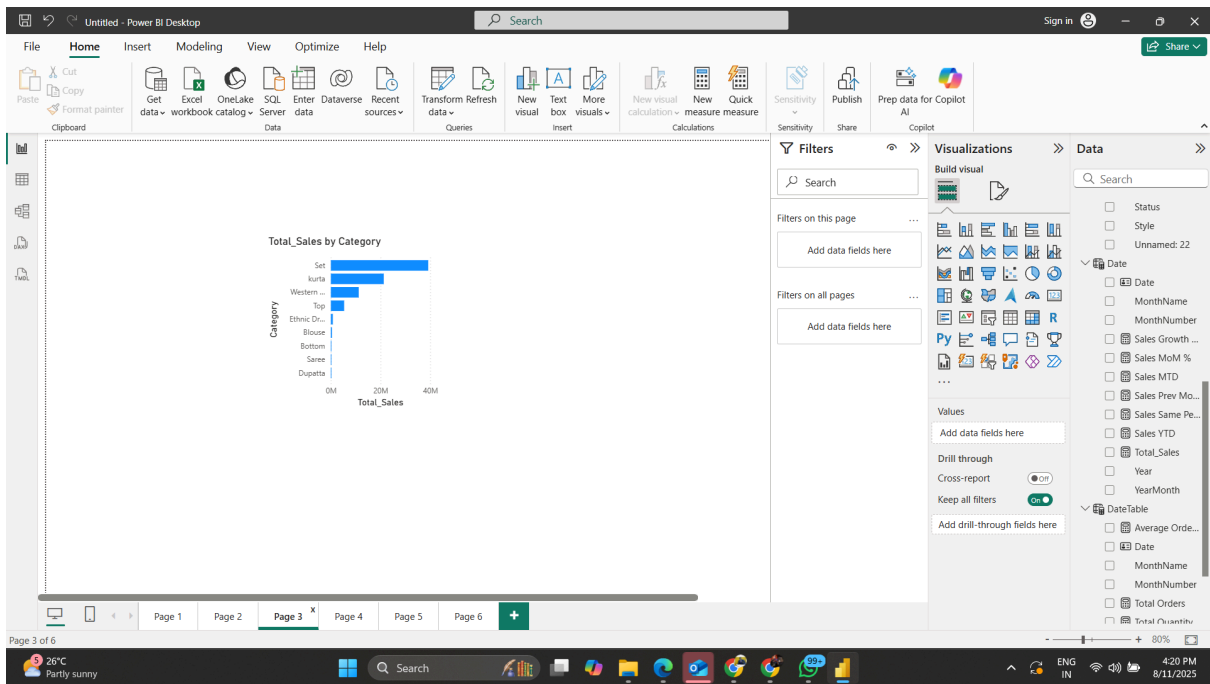
📊 Dashboard Layout

Top Row – KPI Cards

- **Card 1 → Total Sales**

- **Card 2 → Total Orders**

- **Card 3 → Total Quantity**

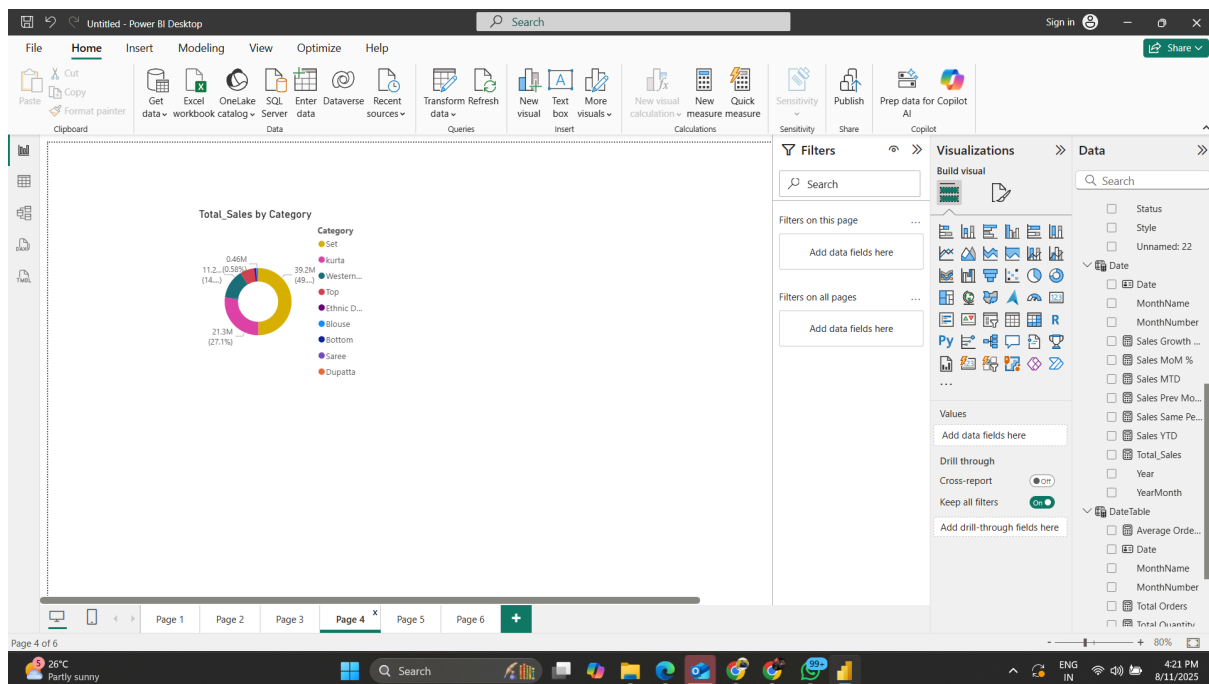- **Card 4 → Average Order Value**

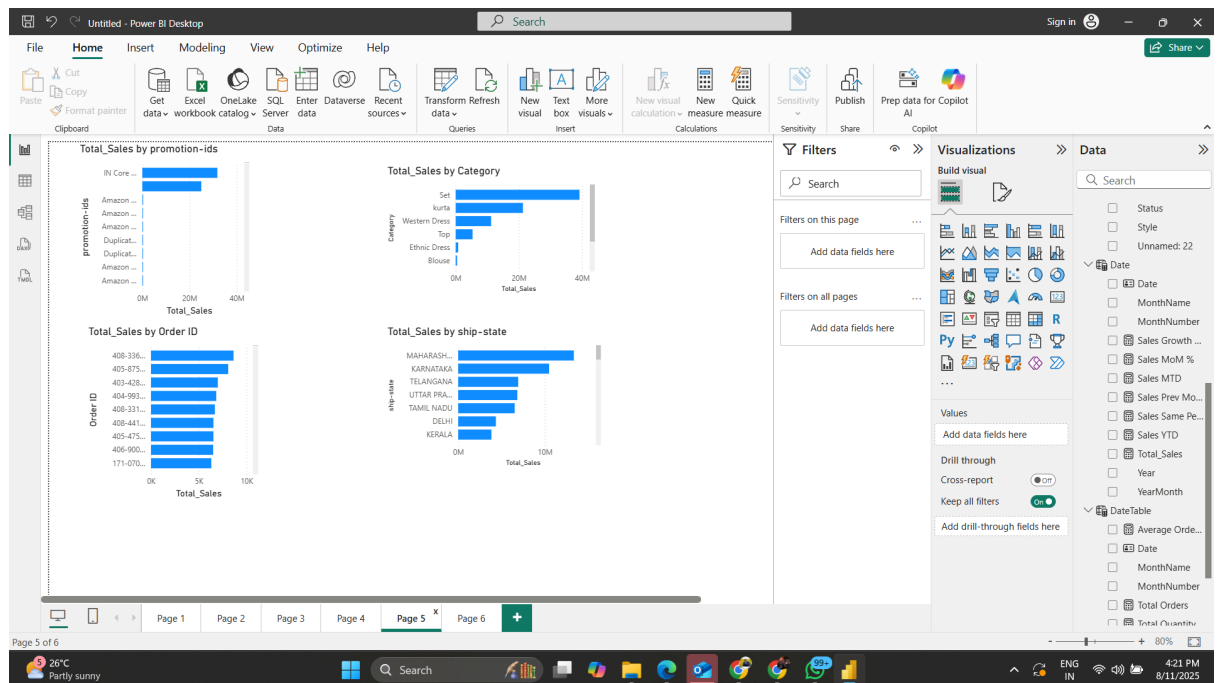**Line Chart → Month-Year Sales Trend (Current Year vs Previous Year)**

Clustered Column Chart → Category-wise Sales

Pie/Donut Chart → Total Sales by Category

Bar Chart → Top 5-10 Products by Sales

Interactive Dashboard – Summary

1. Key Performance Indicators (KPIs)

- **Total Sales: Shows the sum of all sales transactions.**

- **Total Orders: Represents the count of distinct order IDs.**

- **Total Quantity: Sum of quantities sold.**

- **Average Order Value: Average sales value per order (Total Sales ÷ Total Orders).**

2. Sales Trend Analysis

- **A line chart compares monthly sales for the current year vs. the same period last year.**

- **Clear peaks in sales can be identified during festive or promotional months.**

3. Category Performance

- **Clustered column chart shows which product categories contribute the most to sales.**

- **Highlights top-performing categories and underperforming ones.**

4. Regional Insights

- **Stacked column chart displays sales by region, allowing quick identification of high- and low-performing areas.**

5. Payment Mode Analysis

- **Donut chart shows the share of sales by different payment methods (e.g., COD, Credit Card, UPI).**

- **Helps in understanding customer payment preferences.**

6. Top Products

- **Bar chart lists the top 10 products by sales value.**

- **Useful for inventory planning and marketing focus.**