

Sales Report Dashboard

This dashboard offers clear insights into sales performance for business leaders.



Purpose and Audience

Primary Goal

Provide actionable sales insights to decision-makers.

Target Users

Business stakeholders needing performance overview.

Use Cases

Strategic planning, resource allocation, and trend analysis.





Key Sales Highlights



Total Sales

Reached 1.08 million units representing overall growth.



Leading Region

West region leads with 325.81 thousand sales.

Sales Growth Over Time

1

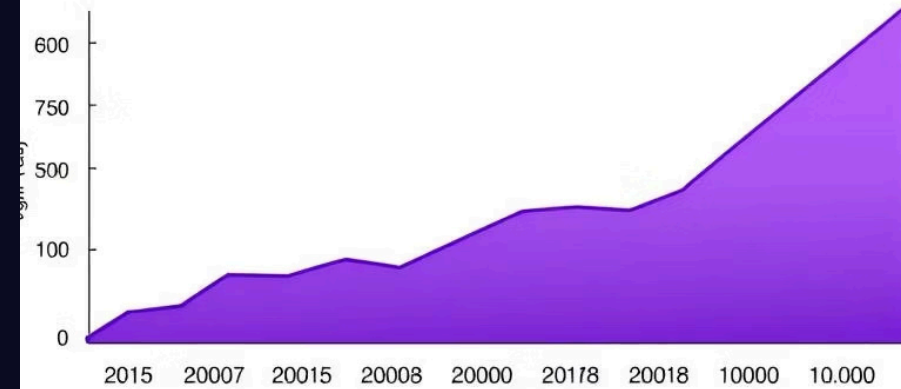
2015

Sales at 250 thousand units, starting point.

2

2018

Sales rose to 400 thousand units, strong increase.





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Top Performing Category

The technology category leads sales with 380 thousand units sold.

This outperformance highlights strong market demand and innovation.

Design Choices

Consistent Blue Theme

Enhances readability and brand alignment.

Visual Clarity

Colors and typography ensure easy data comprehension.

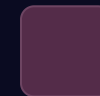


Interactive Filters



Region Slicer

Allows filtering sales data by geographical areas.



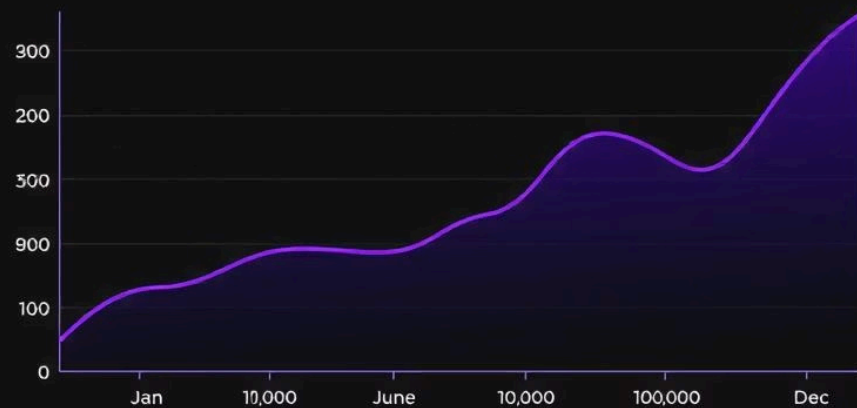
Category Slicer

Enables focus on product group performance.



Ship Mode Slicer

Filters data by delivery methods to analyze trends.



Time-Series Sales Trends

The line chart displays sales fluctuations over time, highlighting seasonal patterns and growth.

This visualization supports strategic decision-making based on trends.