



# **SALES PERFORMANCE DASHBOARD**

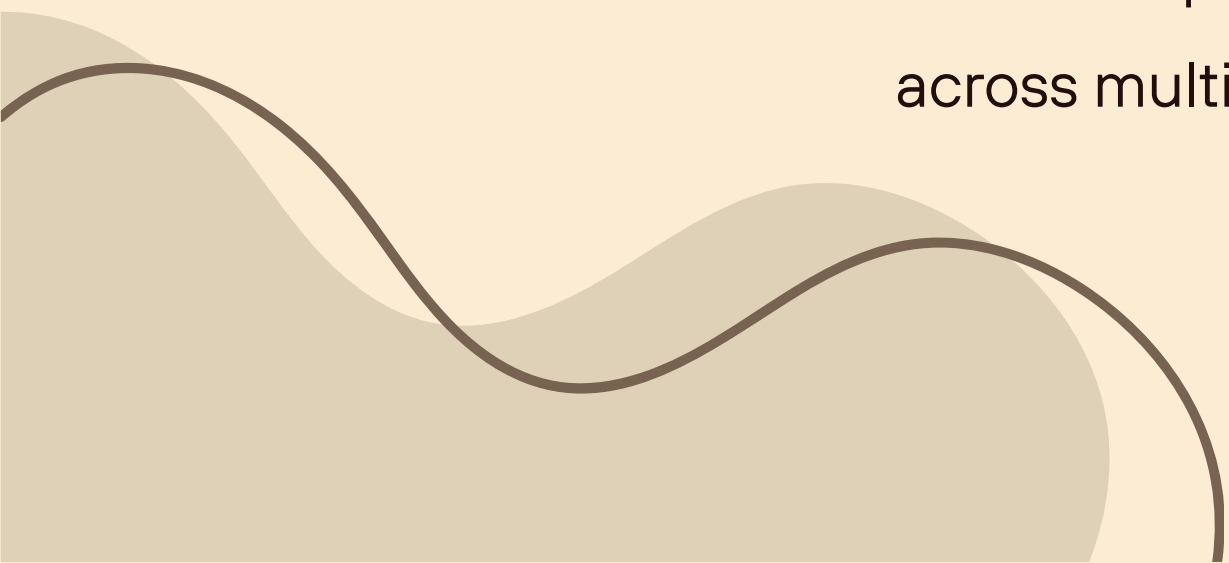
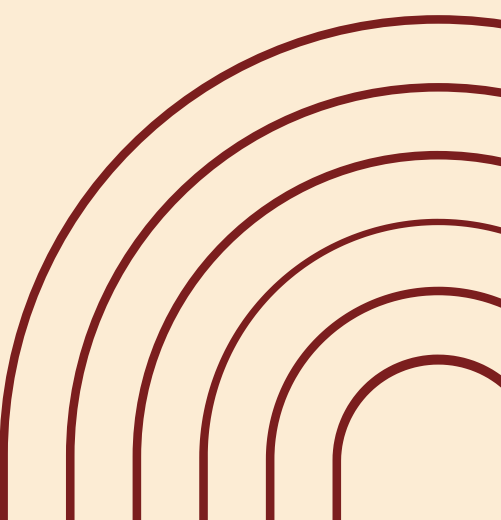
Presented By Archi Dabhi





# OBJECTIVE

## **Goal of the Dashboard:**

- To provide an interactive, visual summary of business performance.
  - Enable stakeholders to track KPIs like Total Sales, Profit, Growth, and understand regional/product trends.
  - Empower data-driven decisions through filters, time analysis, and drill-downs.
  - Facilitate performance monitoring through real-time insights and intuitive navigation across multiple business dimensions.
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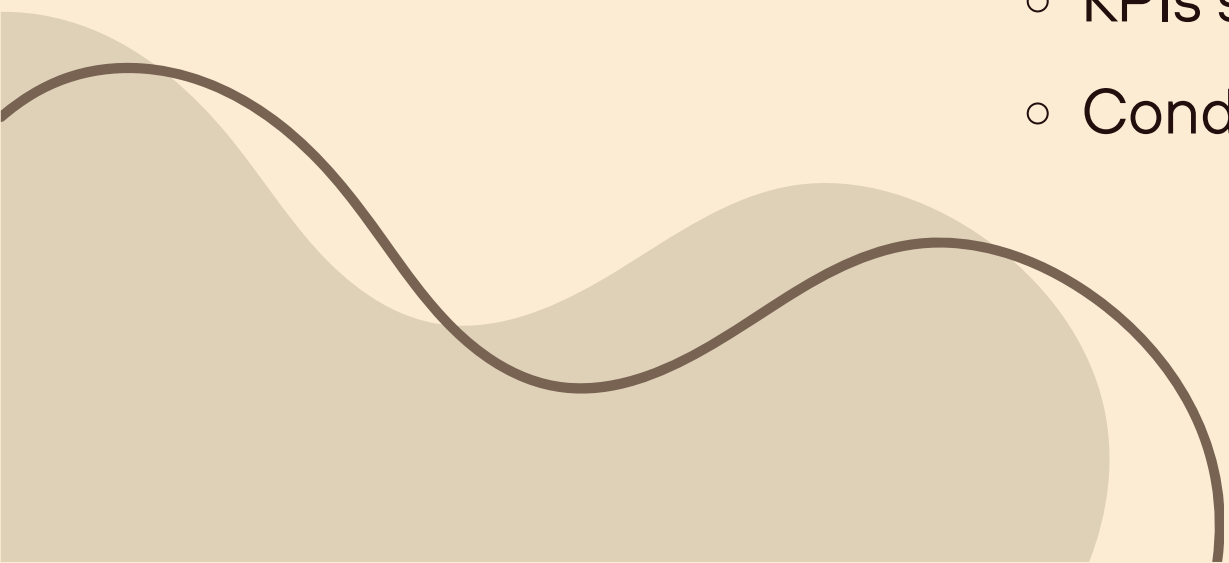
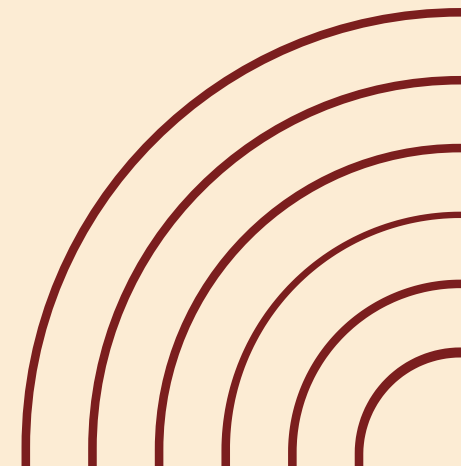


# KPIS TRACKED

## Key Metrics Visualized:

- Total Sales (₹)
- Total Profit
- Profit Margin (%)
- Total Orders
- Year-on-Year / Month-on-Month Growth

## Design Highlights:

- KPIs shown using cards for at-a-glance insights.
  - Conditional formatting applied for profitability zones.
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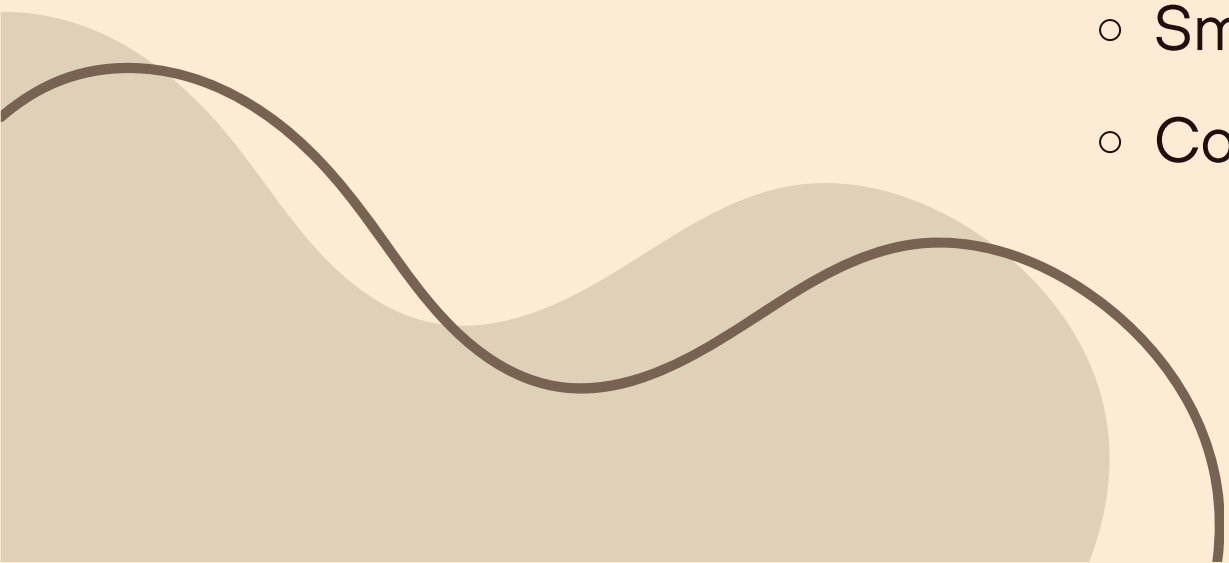
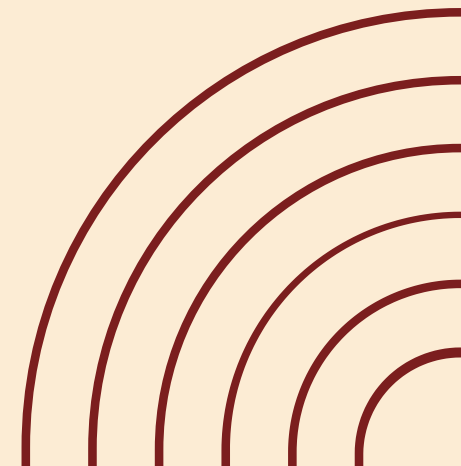


# INTERACTIVITY FEATURES

## **Interactive Filters Used:**

- Slicers for Category, Sub-Category, Region, Year/Month
- Drill-Downs for Product & Region
- Treemaps, Bar charts, Line charts linked across pages

## **User Experience:**

- One-click filtering
  - Smooth navigation across multiple views
  - Combined slicers (if merged as requested)
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# DASHBOARD PAGES

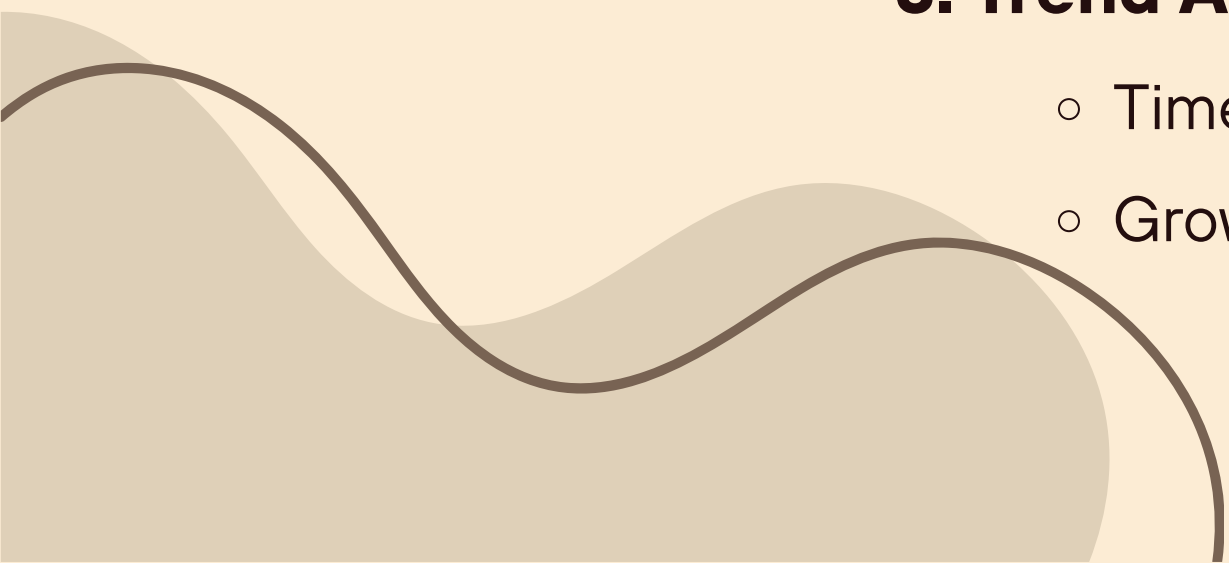

## 1. Product View:

- Deep dive by Category → Sub-Category → Product
- Treemap + bar chart + sales/profit cards

## 2. Region Deep Dive:

- Region-wise performance
- Matrix with heatmap conditional formatting

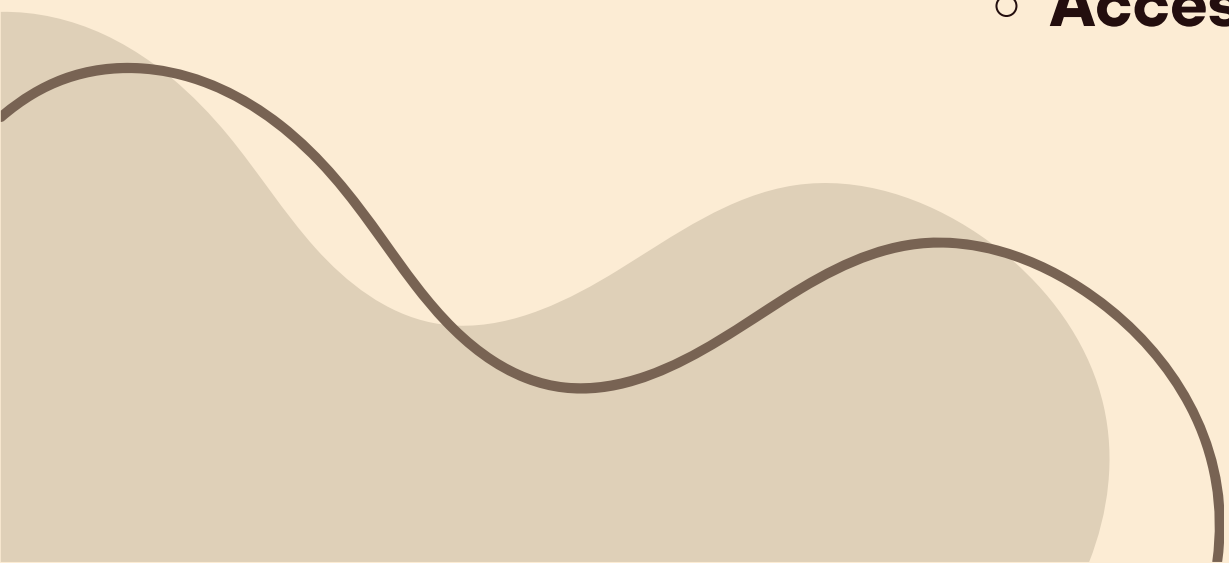
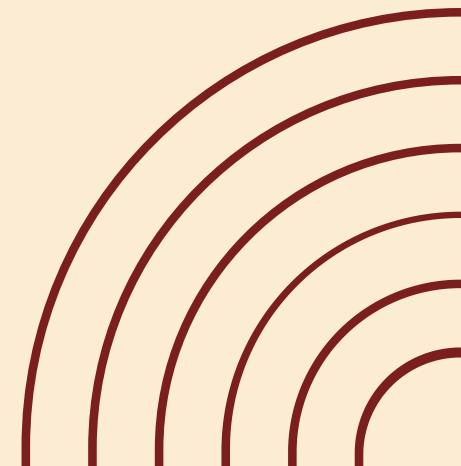
## 3. Trend Analysis:

- Time-series (line chart) for Sales & Profit over months
  - Growth trend visuals
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# DESIGN AND STYLING

## Visual Standards Applied:

- **Color Theme:** Clean, professional palette (e.g., blue-grey tones) aligned with branding.
  - **Layout:** Minimalist design with clear hierarchy and optimal data-to-ink ratio.
  - **Navigation:** Simple menu (if included) enables smooth transitions between pages.
  - **Consistency:** Uniform fonts, spacing, and element sizing for visual clarity.
  - **Accessibility:** Clear labels and contrasts to ensure ease of use for all viewers.
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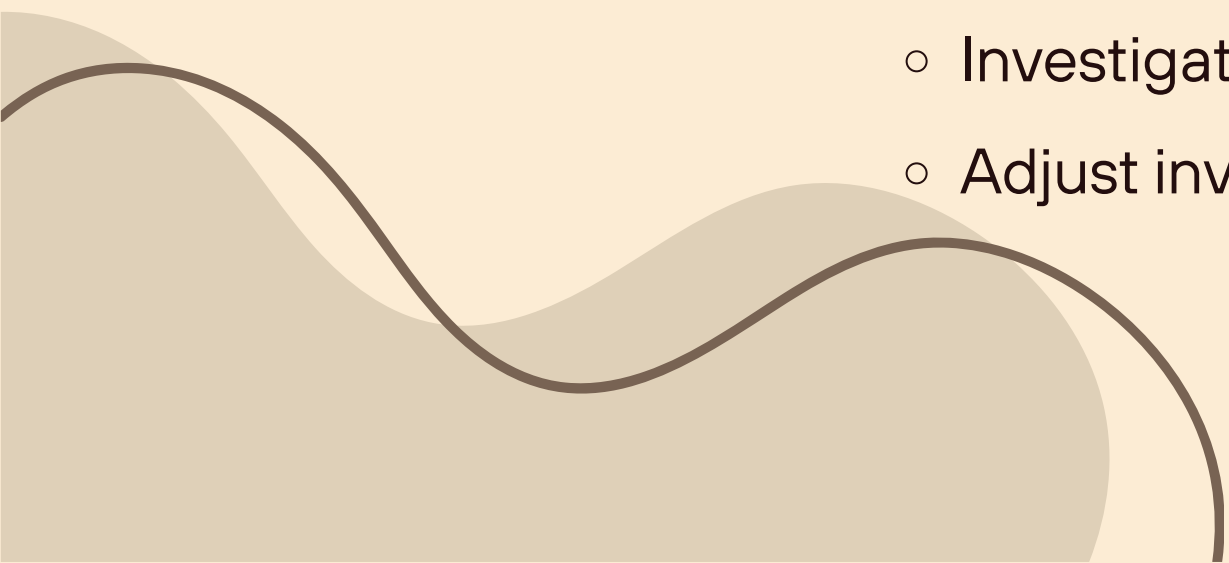
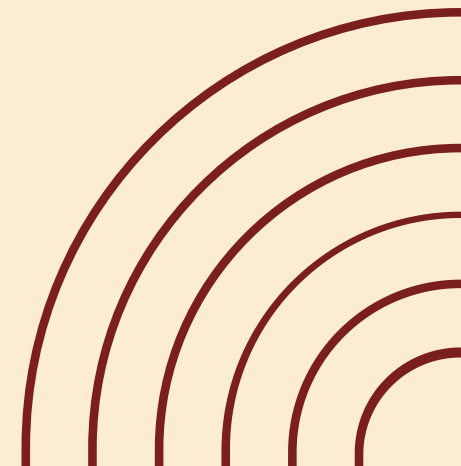


# INSIGHTS & RECOMMENDATIONS

## **Key Insights Identified:**

- High-performing regions/categories
- Products with low profit margin despite high sales
- Seasonality trends or monthly spikes

## **Actionable Recommendations:**

- Focus marketing on [top-performing region]
  - Investigate profitability of [low-margin product]
  - Adjust inventory strategy around peak months
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# Sales Performance Dashboard

[Home](#)[Product](#)[Region](#)[Trend](#)

Total Sales

2.30M

Total Profit

286.40K

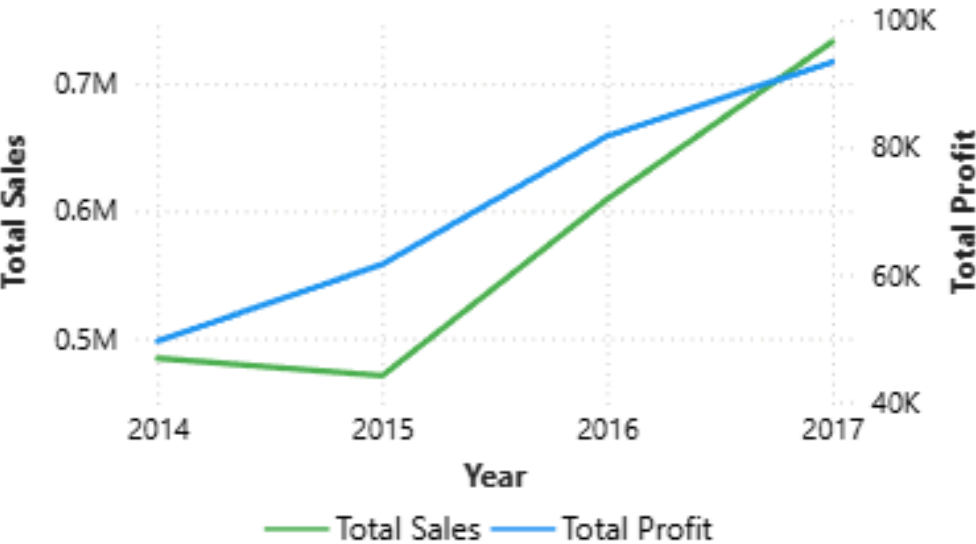
Profit Margin

0.12

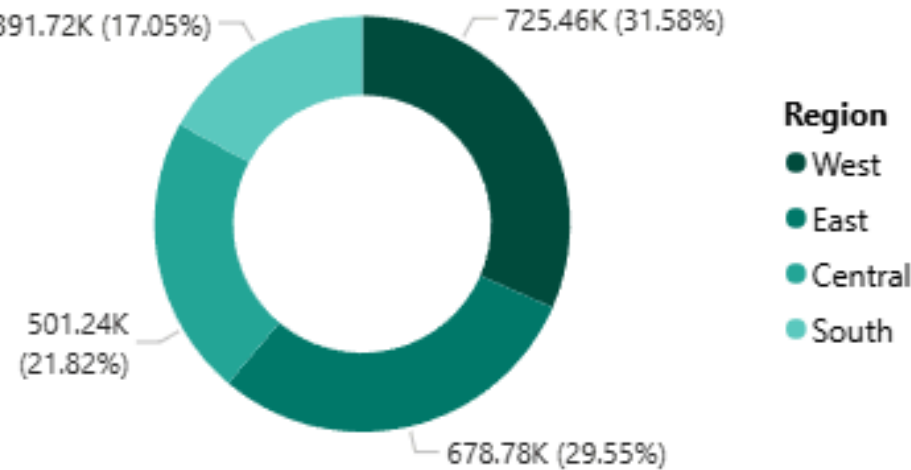
Total Orders

5K

Sales & Profit Over Time



Sales Distribution by Region



Filters

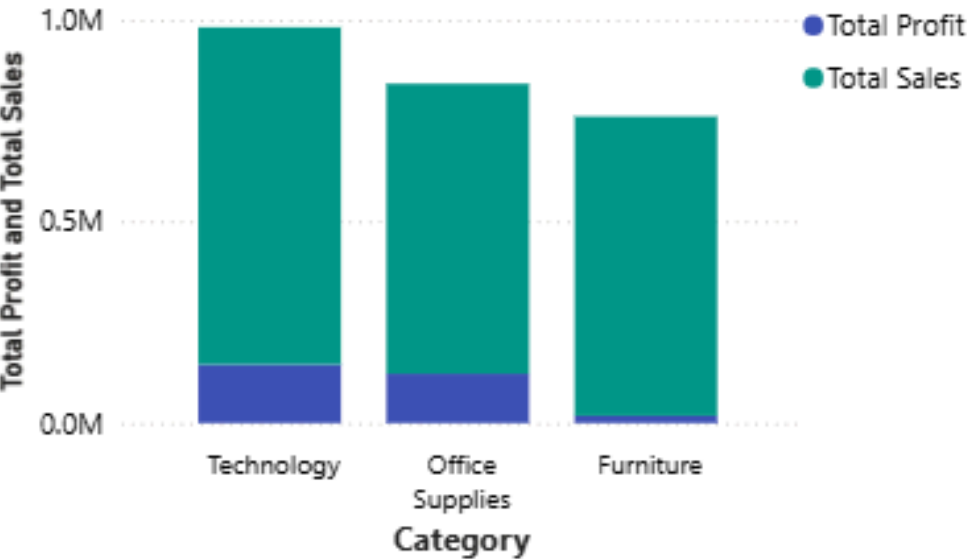
Region

Segment

Category

YearMonth

Sales & Profit by Product Categories



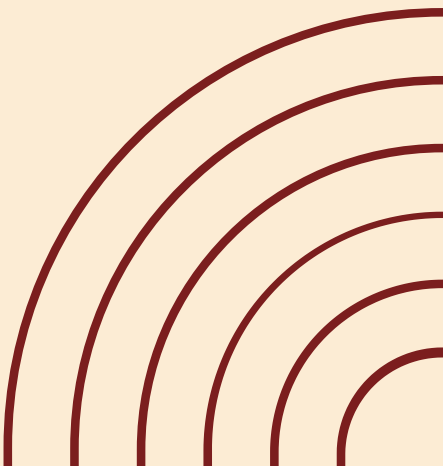

Sub-Category	Alabama	Arizona	Arkansas	California	Colorado	Connecticut
Accessories						
Appliances						
Art						
Binders						
Bookcases						
Chairs						
Copiers						
Envelopes						
Fasteners						
Furnishings						
Labels						
Machines						
Paper						
Planners						





# CONCLUSION

The Sales Performance Dashboard enables stakeholders to gain a comprehensive understanding of business performance through a highly intuitive and interactive interface. By visualizing critical metrics such as Total Sales, Profit, and Growth across various dimensions—regions, products, and time periods—the dashboard delivers actionable insights that support strategic decision-making. It facilitates real-time analysis, allowing users to identify trends, uncover opportunities, and proactively address challenges. Built with scalability and flexibility in mind, the dashboard can be seamlessly adapted to meet evolving business requirements and user expectations.





THANK  
YOU!