**Professional Data Visualization Dashboards**

My name is AVS Jagannath. Welcome to my portfolio of professional data visualization dashboards. This document provides links to my various dashboards created using Power BI, Tableau, and Google Looker. I have extensive knowledge of different tools for data visualization. Each dashboard demonstrates my proficiency in data analysis, visualization, and storytelling through different platforms. Please click on the links below to explore my work.

* Just mastered Power BI with Aditi Mam —transformed raw sales data into actionable insights. Now making data-driven decisions, enhancing production, and shaping the future. Grateful for the guidance

**key insights:**

1. Overall Performance:

- Total sales: $2.64M

- Profit: $1.47M

- Quantity sold: 178K units

- Shipping cost: $1.35M

2. Sales by Category:

- Technology appears to be the top-selling category, followed closely by Furniture and Office Supplies.

3. Market Distribution:

- APAC seems to be the largest market, occupying a significant portion of the pie chart.

- Other major markets include US, EMEA, and LATAM.

4. Shipping Modes:

- Standard Class is the most used shipping mode (7.51M), followed by Second Class (2.57M) and First Class (1.6M).

- Same Day shipping is used least frequently.

5. Geographic Focus:

- The dashboard includes data for Africa, APAC, and Canada, suggesting a global presence.

6. State-wise Sales:

- There's a chart showing sales by state, but the details are not clearly visible in this image.

7. Profit Margin:

- With sales of $2.64M and profit of $1.47M, the profit margin appears to be quite healthy at about 55.7%.

8. Shipping Cost Impact:

- Shipping costs ($1.35M) are significant, accounting for about 51% of total sales, which could be an area to optimize.

These insights provide an overview of the company's e-commerce performance across different categories, markets, and operational aspects. To improve performance, the company might consider optimizing shipping costs and focusing on the most profitable categories and markets.

<https://www.linkedin.com/posts/avsjagannath_powerbi-datadrivendecisions-activity-7145399226951188480-Qhlq?utm_source=share&utm_medium=member_desktop>

* Data analysis is crucial for informed decision-making, enhanced efficiency, competitive advantage, risk management, customer insights, innovation, resource optimization, and measurable performance. It transforms raw data into actionable knowledge, providing a strategic edge for organizations in a data-driven world.

**key insights**

1. Total sales are 316K, with an average sale of 846 and 373 total transactions.

2. There's a wide range in sales amounts, from a minimum of 25 to a maximum of 6,959.

3. Jaipur is the top-performing location in terms of both total sales (127,070) and gross margin (72,238).

5. Sales performance varies significantly by product code, with E0028M appearing to be the strongest seller across multiple locations.

6. There's a declining trend in sales and gross margin from E0028M to E0034M products.

7. Monthly sales show variations, with July seemingly having the highest sales volume.

8. Surat and Mumbai have lower sales compared to Jaipur and Delhi, but Mumbai has a notably high gross margin relative to its sales.

9. The dashboard covers data from 04-07-2018 to 26-06-2019, spanning two fiscal years (2018-19 and 2019-20).

10. The visualization suggests a complex multi-location, multi-product business with varying performance across different segments and time periods.

<https://www.linkedin.com/posts/avsjagannath_dataanalytics-decisionmaking-dashboard-activity-7153678454708654080-TZI0?utm_source=share&utm_medium=member_desktop>

* Superstore Sales Performance using Tableau

**key insights:**

1. Sales Trends:

- Sales show an overall increasing trend from January to December.

- There are notable peaks in April and in the latter months of the year.

- Product E0028M consistently contributes the largest portion of sales.

2. Product Performance:

- E0028M is the top-selling product across all locations.

- E0030M and E0032M show moderate sales volumes.

- E0034M has the lowest sales but remains consistent throughout the year.

3. Geographic Performance:

- Uttar Pradesh is the top-performing location for all products.

- Delhi is the second-best performing location, particularly strong in E0028M and E0032M.

- Gujarat and Maharashtra show lower but significant sales volumes.

4. Profit Trends:

- Profits fluctuate throughout the year but show an overall increase towards the latter months.

- September, October, and November show the highest profit margins.

- There's a noticeable dip in profits in July.

5. Business Model:

- The company operates on both B2B and B2C models, with B2B appearing to be the dominant model based on the legend.

6. Seasonal Patterns:

- Both sales and profits tend to increase in the latter part of the year, suggesting a possible seasonal effect or year-end push.

7. Product Mix:

- The company maintains a diverse product portfolio with at least four distinct product codes (E0028M, E0030M, E0032M, E0034M).

<https://www.linkedin.com/posts/avsjagannath_dashboard-tableaudashboard-dataanalysis-activity-7154796983541485568-J1_c?utm_source=share&utm_medium=member_desktop>

* Check out my latest sales dashboard! 🚀  
    
  Key Points:  
  1. Sales data visualized by month, size, gender, delivery partner, and category.  
  2. Gain insights into sales trends over time and across different segments.  
  3. Easily identify top-performing categories, sizes, and delivery partners.  
  4. Make data-driven decisions to optimize sales strategies.  
  5. Streamline your analysis process with this comprehensive dashboard.  
  6. Unlock valuable insights to drive business growth and maximize profits.

<https://www.linkedin.com/posts/avsjagannath_salesanalytics-datavisualization-businessinsights-activity-7157268362438344706-TOux?utm_source=share&utm_medium=member_desktop>

* Sales Analysis & Profit Maximization Strategy  
    
  Our sales data reveals a clear hierarchy: Shoes, Phones, Clothes, Laptop, and Earphones. 📊 By scrutinizing profit trends, we observed Shoes garnering the highest sales, while Earphones lag behind.  
    
  📉 Through detailed line graph analysis, we pinpointed areas of decreasing profit. This insight enables strategic planning to revitalize profitability. 🚀  
    
  Leveraging our dashboard, we identified both highest and lowest profit segments, paving the way for tailored strategies to enhance revenue streams.

**key insights**:

1. Overall Performance:

- Total Orders: 500

- Total Revenue: 1M

- Total Profit: 653K

2. Product Categories:

- Shoes are the most profitable category, followed by Phones and Clothes.

- Laptops, Earphones, and Tables contribute less to overall profits.

3. Geographical Insights:

- Kolkata appears to be the top city for sales.

- Maharashtra is the leading state in terms of profit.

4. Temporal Trends:

- The profit trend shows fluctuations throughout the year.

- There's a noticeable peak in profits around April 2018, followed by a decline and then some recovery towards the end of the year.

5. Financial Breakdown:

- The total order value is 1,130,742, with a product cost of 477,420, resulting in the 653,322 profit.

- This indicates a healthy profit margin of about 57.8%.

6. Market Concentration:

- The profit distribution across categories and cities suggests a diversified business model, not overly reliant on a single product or location.

7. Potential Areas for Growth:

- Categories like Laptops and Earphones might have room for improvement in terms of profitability.

- Some states show lower profits, which could represent opportunities for market expansion.

<https://www.linkedin.com/posts/avsjagannath_salesanalysis-profitoptimization-businessstrategy-activity-7159838516988776448-umEO?utm_source=share&utm_medium=member_desktop>