

BI Dashboard Storytelling — KPI Report

KPI Metrics:

Metric	Description
Total Sales	Sum of all sales transactions.
Total Profit	Sum of profit across all orders.
Profit Margin	Profit divided by Sales (Profit / Sales).

Dashboard Components:

- 1. KPI Cards (Sales, Profit, Margin) displayed at top.
- 2. Sales Trend Chart (Sales over time).
- 3. Category Breakdown (Bar Chart).
- 4. Region Performance (Map/Bar Chart).
- 5. Top 10 Products Table (based on Sales).
- 6. Slicers for Region, Date, and Category filtering.

Insights Summary:

- 1. Sales show steady growth over time with seasonal peaks.
- 2. Technology category contributes highest revenue but has moderate margin.
- 3. Certain regions generate high sales but lower profit margin, indicating cost impact.