# DYNAMIC DASHBOARD FOR SALES ANALYSIS

Project Overview:

The Sales Analysis Dynamic Dashboard is a comprehensive visualization tool created using Power BI to provide key insights into the organization's sales performance from 2019 to 2021. This dashboard amalgamates various visual elements, including cards, donut charts, stacked bar charts, line and stacked column charts, and matrices, to deliver a holistic view of transactions, quantities sold, and revenue generated. The project leverages dynamic ranking, slicers, tooltips, and conditional formatting to enhance the user experience and facilitate data-driven decision-making.
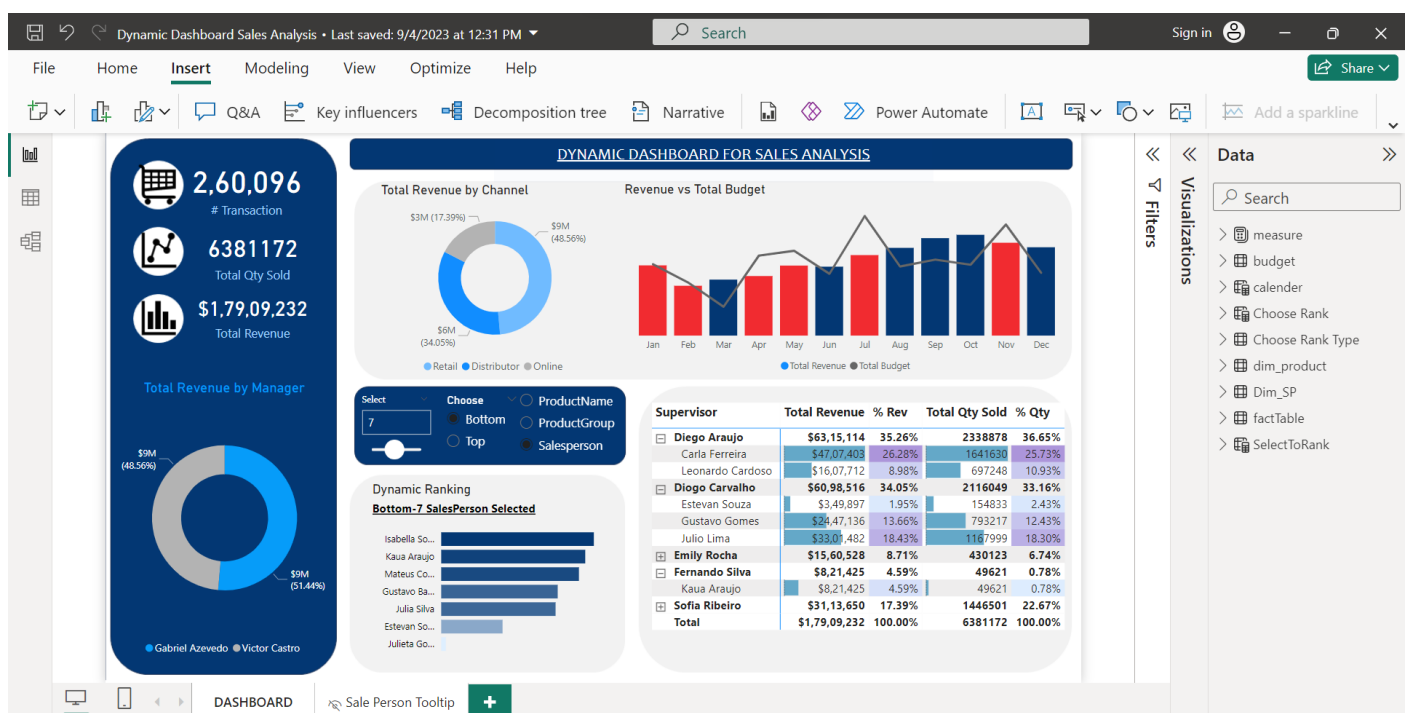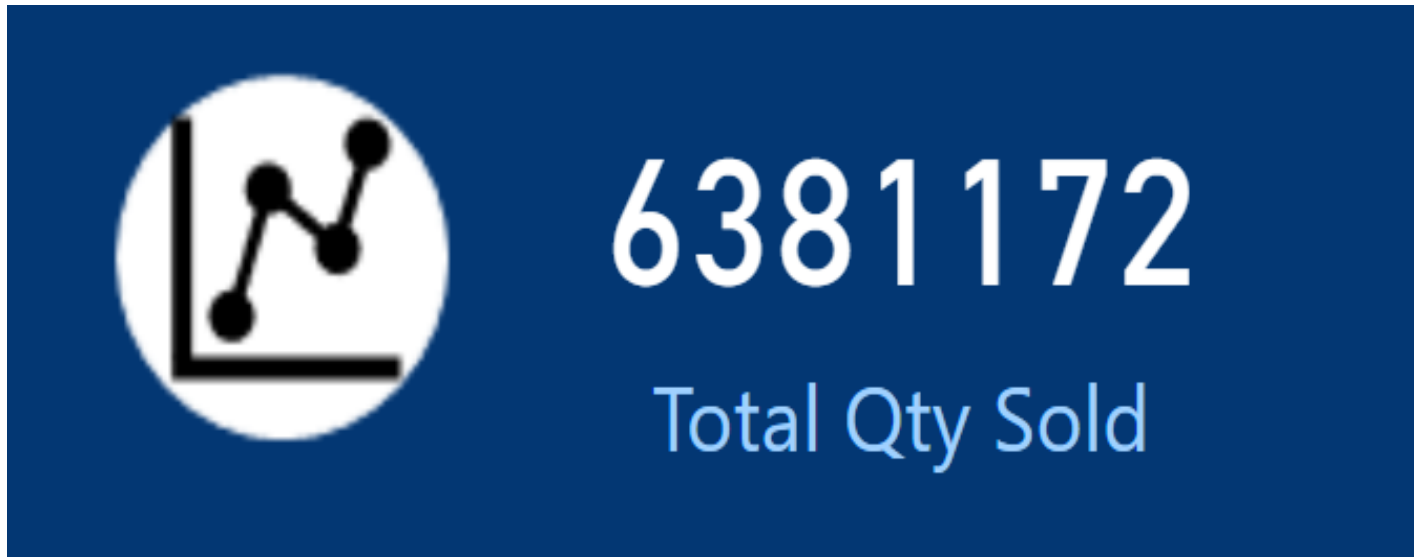

Key Visuals and Insights:

1. Total Transactions Card:

   - A card visual showcasing the total number of transactions.

   - Utilizes DAX functions to sum transactional data for a comprehensive overview.
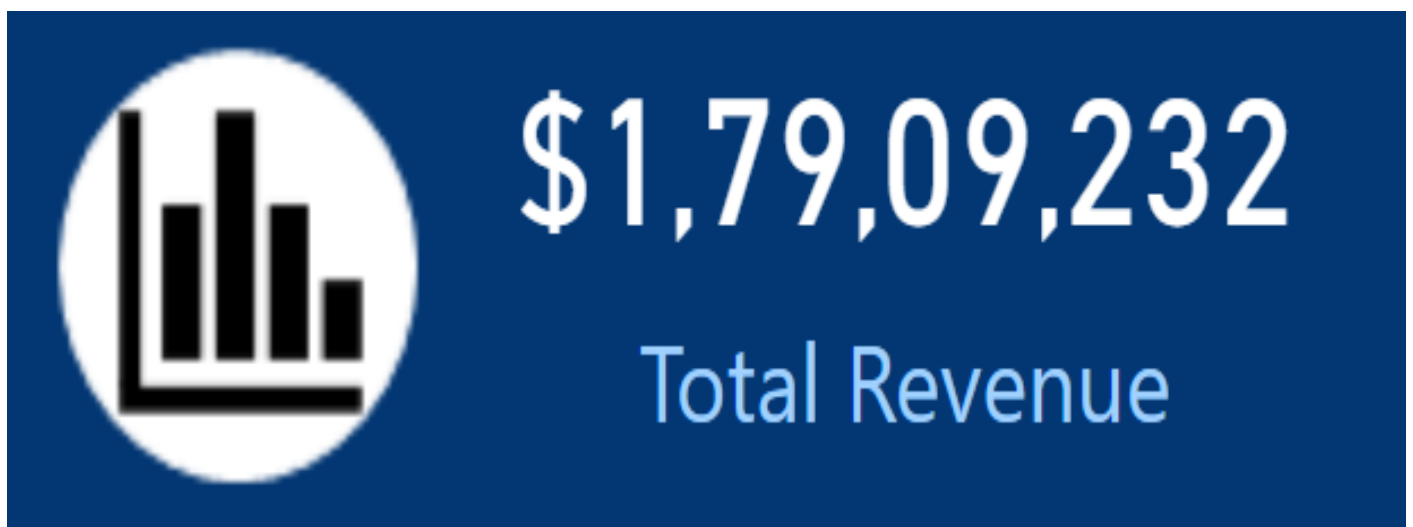
2. Total Quantity Sold Card:

   - Another card visual representing the total quantity of products sold.

   - Incorporates DAX functions to calculate the sum of quantity sold.

3. Total Revenue Card:

   - A card visual displaying the total revenue generated during the specified period.

   - Employs DAX functions to sum up the revenue from sales transactions.

4. Revenue by Manager (Donut Chart):

   - A donut chart illustrating the distribution of total revenue by different managers.

   - Utilizes DAX functions to aggregate revenue data and present it in a visually appealing format.
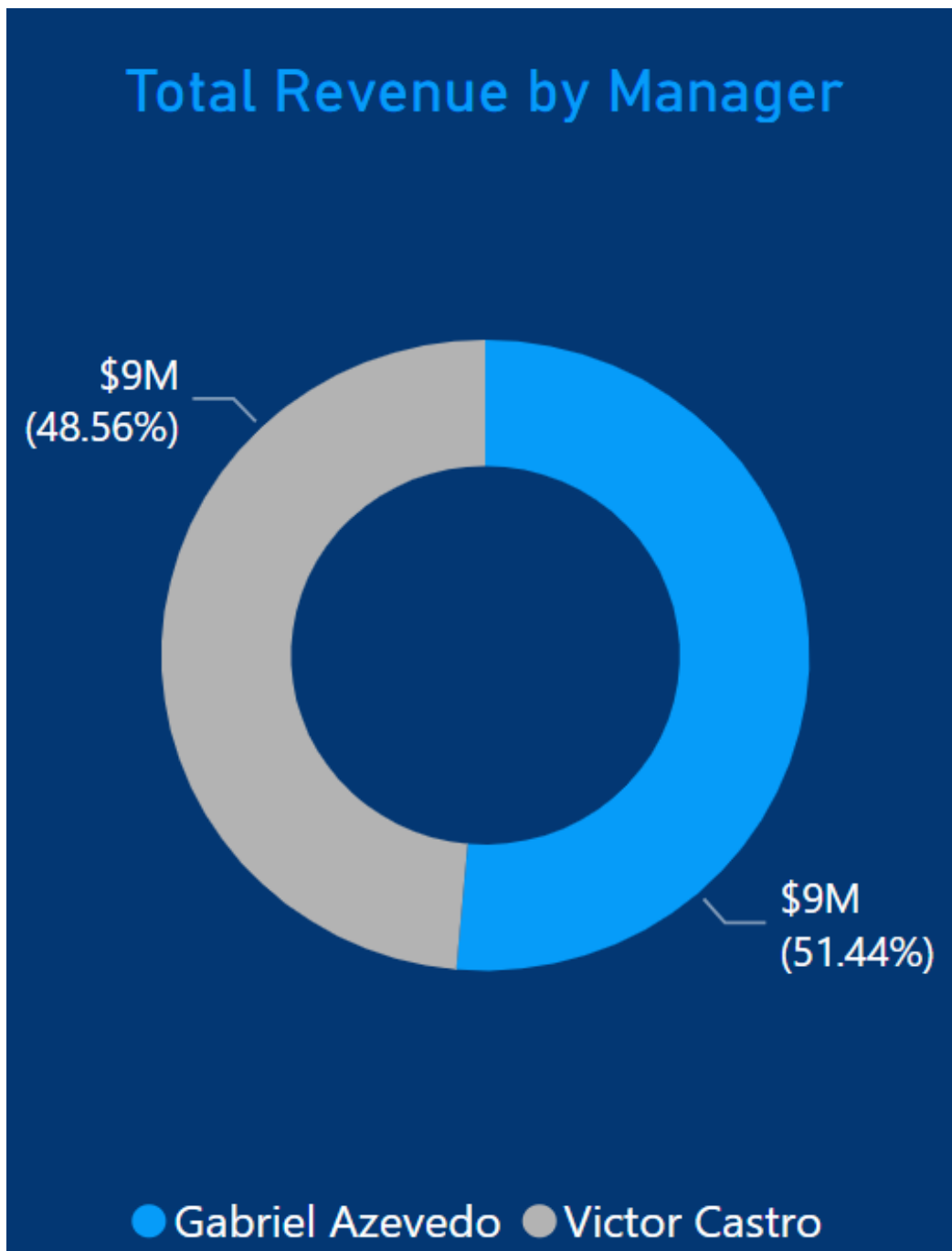
## 5. Revenue by Channel (Donut Chart with Tooltip):

   - A donut chart showcasing total revenue segmented by channels - Retail, Distributor, and Online.

   - Tooltip functionality reveals the top 3 salespersons for each channel, enhancing insights into individual contributions.

Total Revenue by Channel

$3M (17.39%)

$9M (48.56%)

$6M (34.05%)

● Retail ● Distributor ● Online
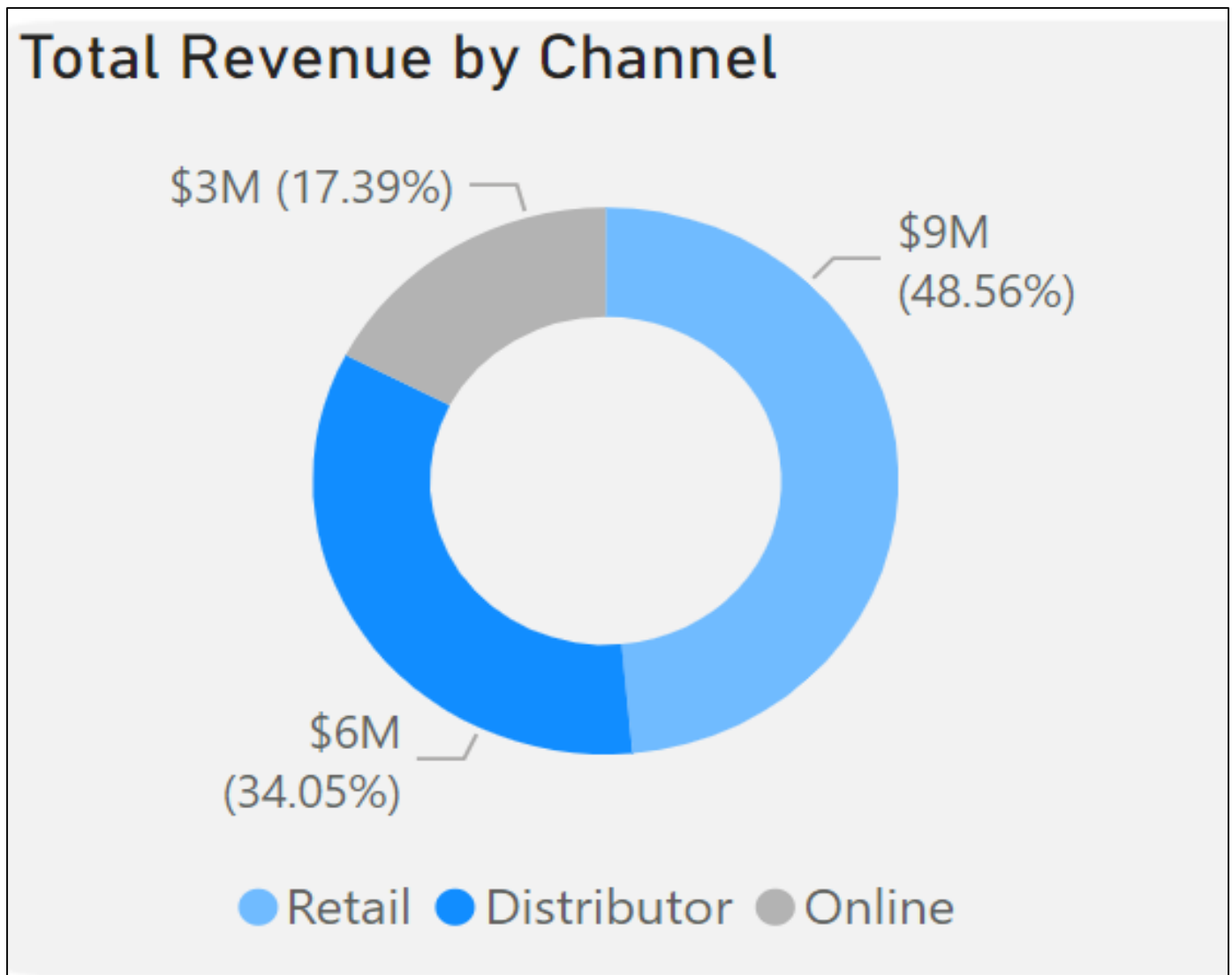
Interactive Channel Breakdown (Donut Chart):

Explore the revenue distribution across channels - Retail, Distributor, and Online with dynamic donut chart. Hover over any of the three segment, and witness a rich tooltip unveiling the top 3 salespersons in the particular channel. Experience a detailed view with their names, images, and the total revenue they contributed, providing unparalleled insights into individual achievements.
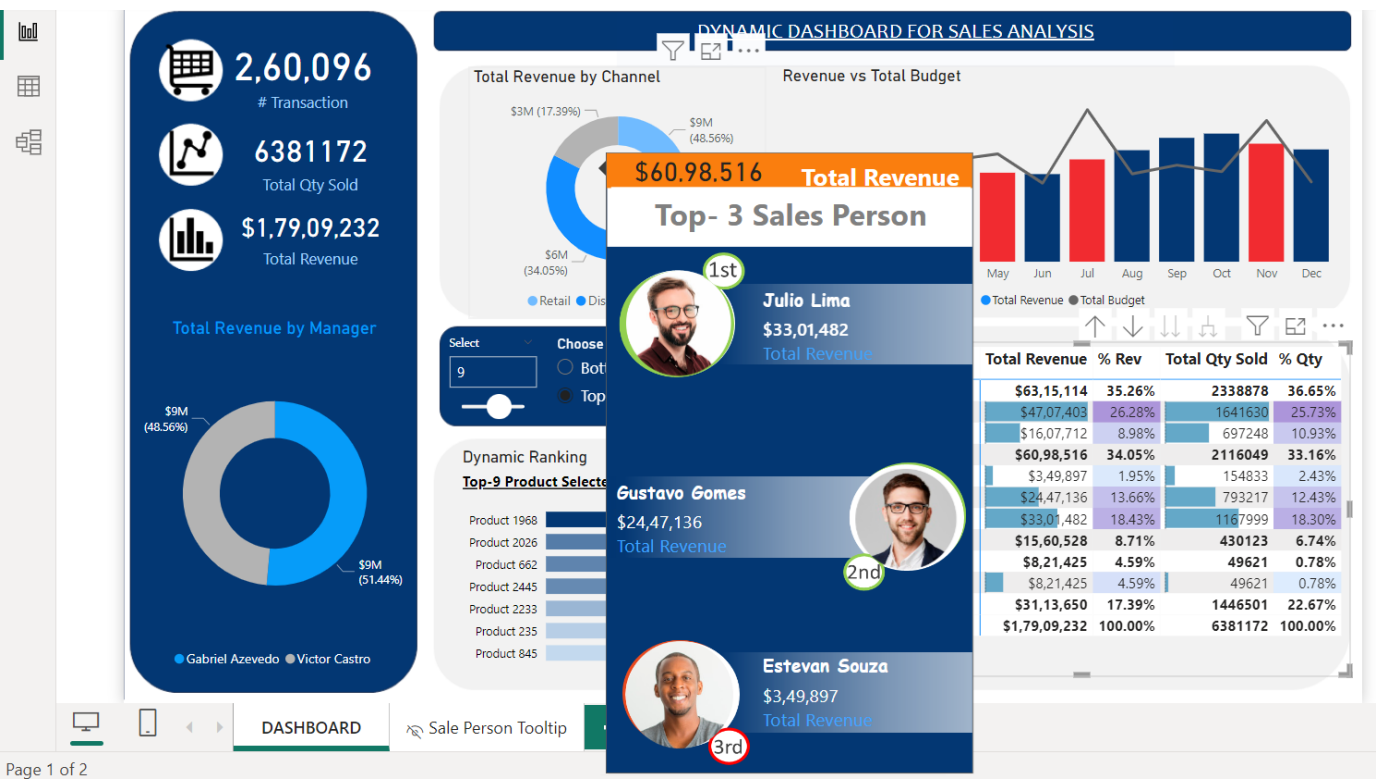
TOP – 3 Sales Person for Retail Channel are shown below: -
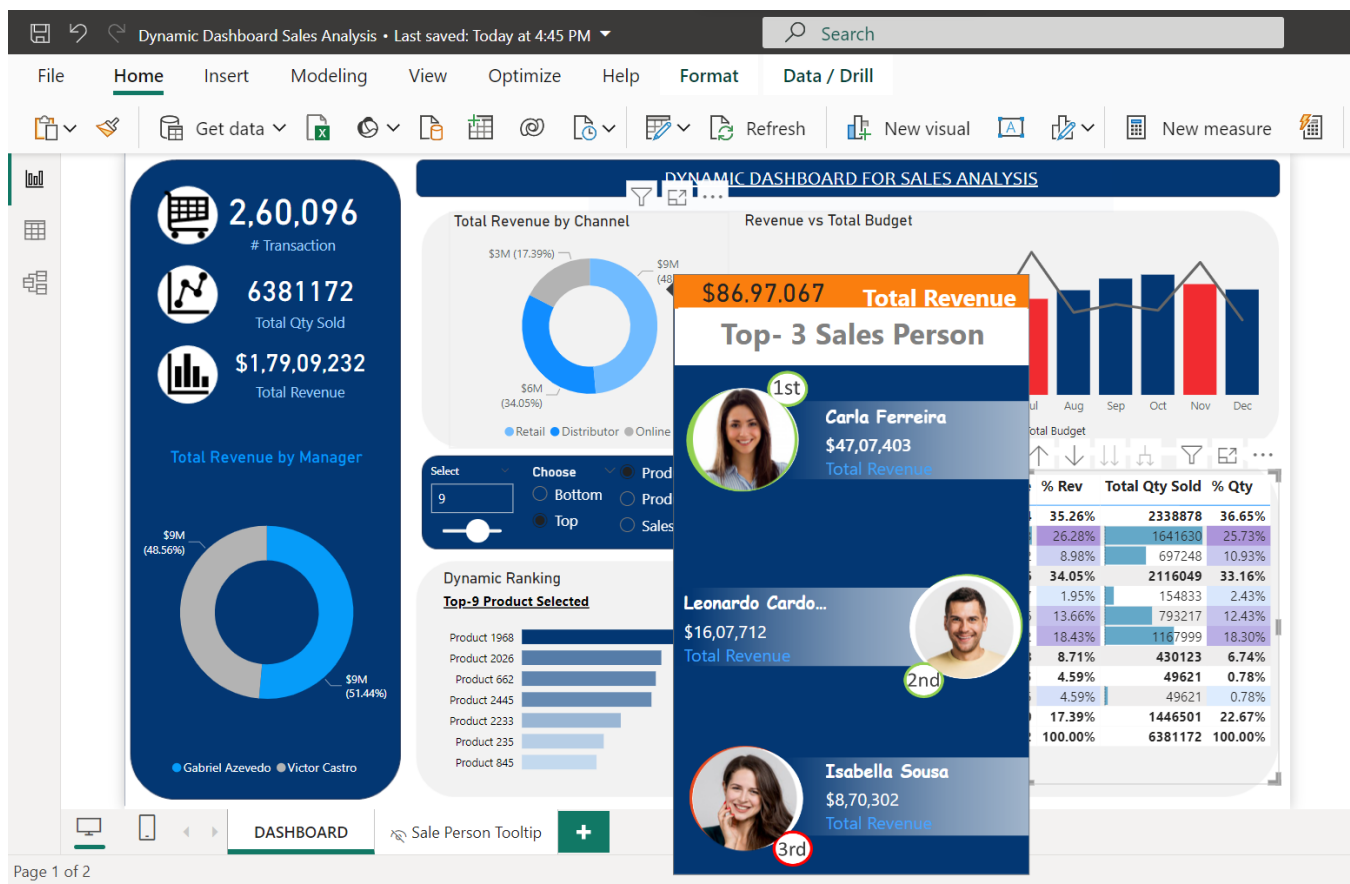
TOP – 3 Sales Person for Online Channel are shown below: -

TOP – 3 Sales Person for Distributor Channel are shown below: -

6. Dynamic Ranking (Stacked Bar Chart):

- A stacked bar chart with dynamic ranking based on user-selected slicers.

- Employs DAX functions and parameters for dynamic selections, allowing users to customize their view based on criteria like the number of selections, top or bottom view, and selection by product name, product group, or salesperson.

Dynamic Ranking
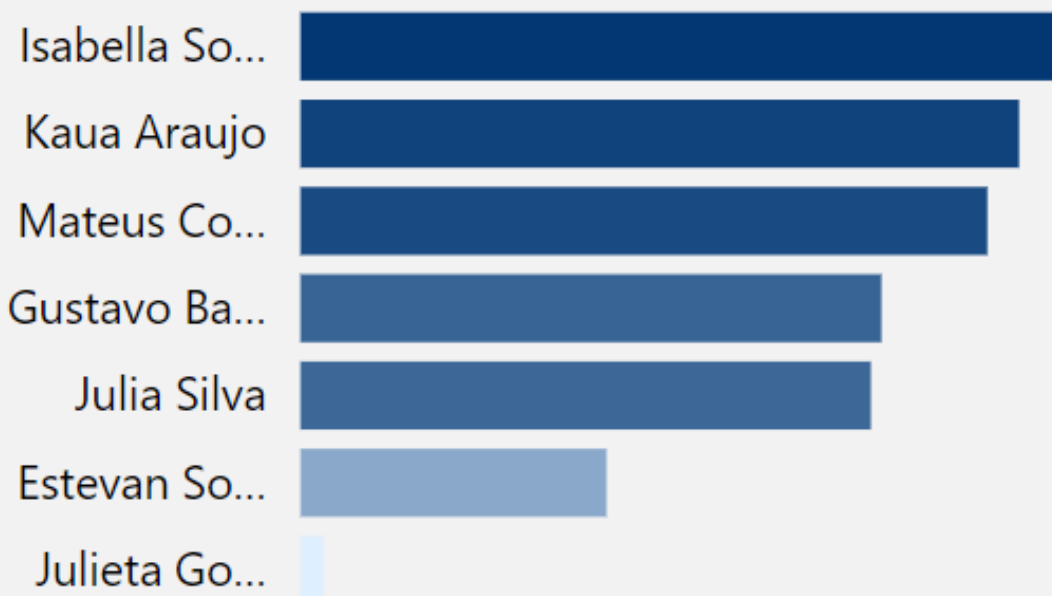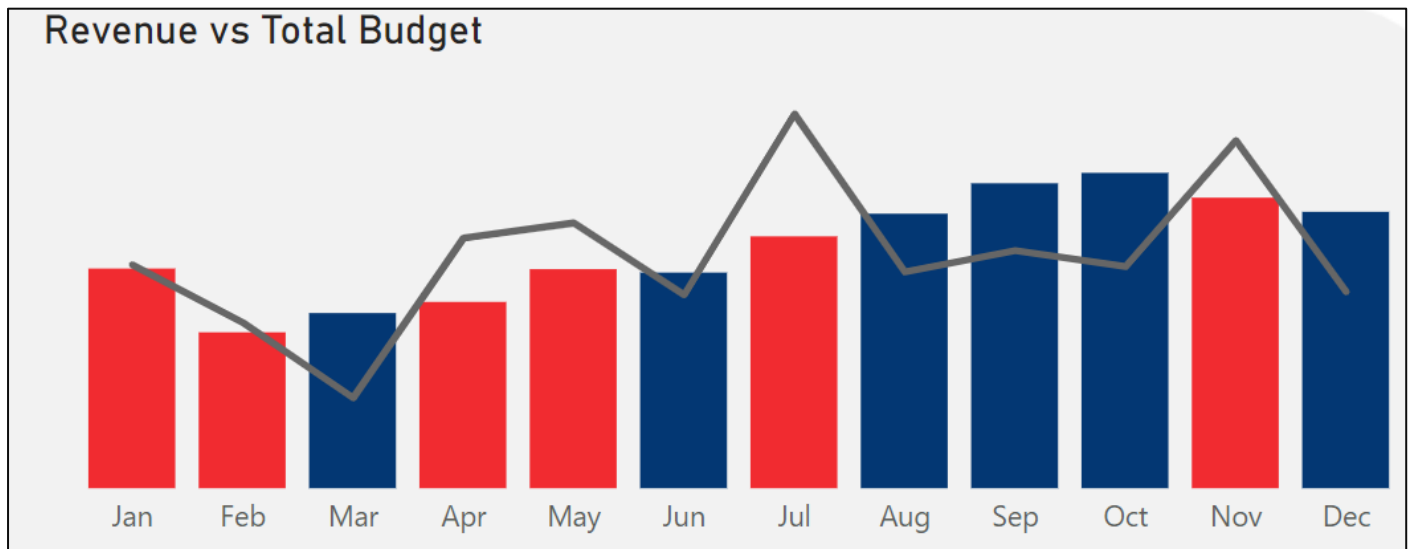#### Bottom-7 SalesPerson Selected

Isabella So...	
Kaua Araujo	
Mateus Co...	
Gustavo Ba...	
Julia Silva	
Estevan So...	
Julieta Go...	

7. Revenue vs Total Budget (Line and Stacked Column Chart):

- A line and stacked column chart comparing actual revenue with the total budget.

- Utilizes conditional formatting to highlight months where actual revenue falls below the budgeted amount.

8. Matrix Visual (Revenue and Quantity Sold by Supervisor and Salesperson):

- A matrix visual presenting total revenue and quantity sold categorized by supervisor and salesperson.

- Incorporates DAX calculations to calculate percentages for total revenue and quantity sold.

Supervisor	Total Revenue	% Rev	Total Qty Sold	% Qty
⊟ **Diego Araujo**	**$63,15,114**	**35.26%**	**2338878**	**36.65%**
Carla Ferreira	$47,07,403	26.28%	1641630	25.73%
Leonardo Cardoso	$16,07,712	8.98%	697248	10.93%
⊟ **Diogo Carvalho**	**$60,98,516**	**34.05%**	**2116049**	**33.16%**
Estevan Souza	$3,49,897	1.95%	154833	2.43%
Gustavo Gomes	$24,47,136	13.66%	793217	12.43%
Julio Lima	$33,01,482	18.43%	1167999	18.30%
⊞ **Emily Rocha**	**$15,60,528**	**8.71%**	**430123**	**6.74%**
⊟ **Fernando Silva**	**$8,21,425**	**4.59%**	**49621**	**0.78%**
Kaua Araujo	$8,21,425	4.59%	49621	0.78%
⊞ **Sofia Ribeiro**	**$31,13,650**	**17.39%**	**1446501**	**22.67%**
Total	**$1,79,09,232**	**100.00%**	**6381172**	**100.00%**

Advanced Logic and Techniques Used:

- Dynamic Ranking Logic: Leveraging CHOOSE, RANKX, and SWITCH functions to enable users to dynamically rank data based on selected parameters.

- Slicer Interactivity: Utilizing slicers to allow users to customize their view based on the number of selections, top/bottom view, and selection criteria.

- Tooltip Enhancement: Incorporating tooltips to provide additional information, such as the top 3 salespersons for each channel.

- Conditional Formatting: Applying conditional formatting to highlight months where actual revenue is below the budgeted amount in the line and stacked column chart.

- Comprehensive Aggregation: Employing DAX functions for summing transactions, quantity sold, and revenue to ensure accurate and detailed insights.

Conclusion:

The Sales Analysis Dynamic Dashboard offers a powerful tool for stakeholders to gain deep insights into the organization's sales performance. Its user-friendly design, interactive features, and advanced logic make it a valuable asset for strategic decision-making and performance evaluation.