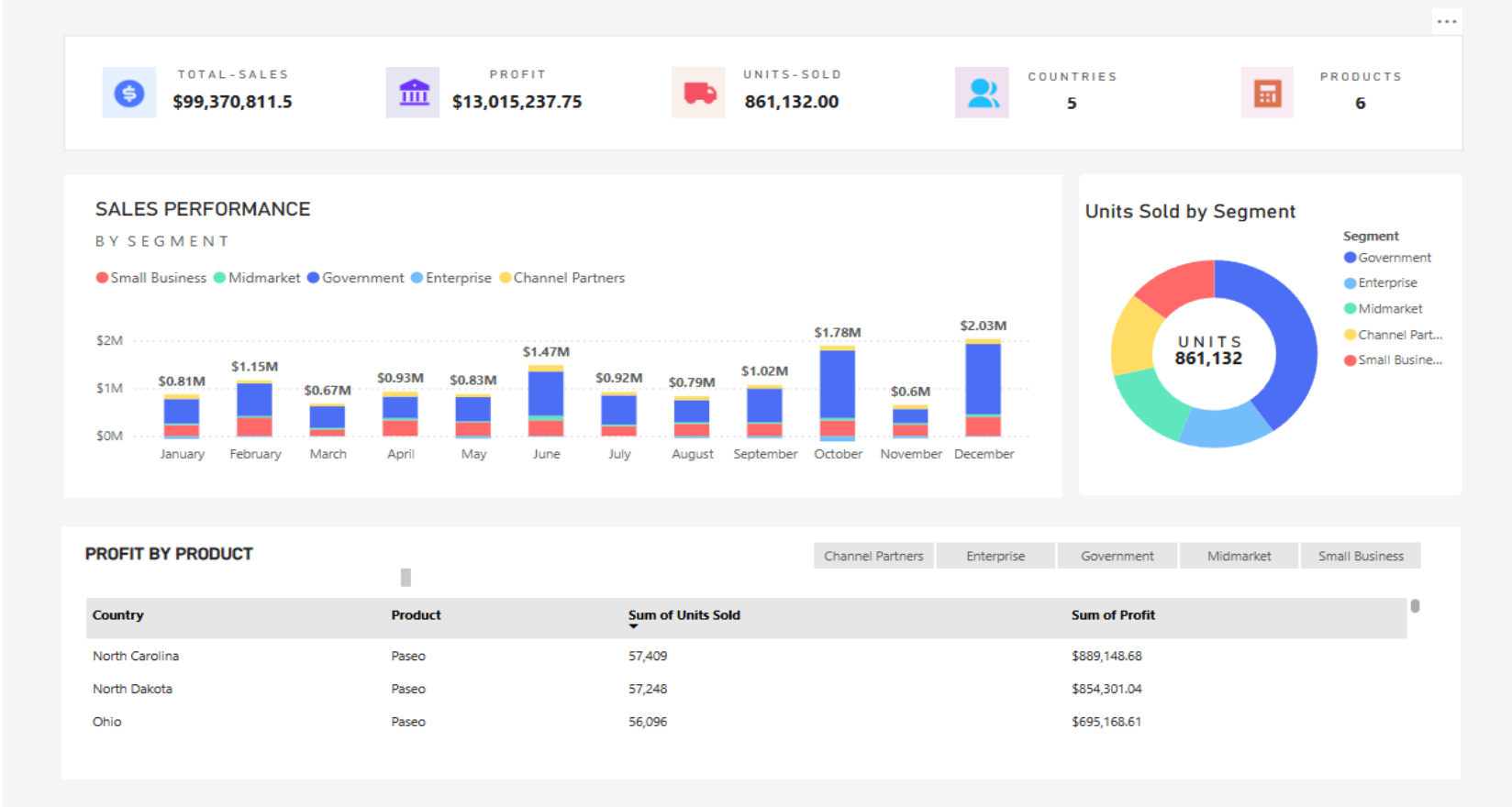
Sales Dashboard

This Power BI dashboard provides a comprehensive view of company performance across key sales, profit, and operational metrics. It combines high-level KPIs with detailed drill-downs by segment, product, state, and time, enabling stakeholders to quickly identify trends, growth opportunities, and underperforming areas. The interactive visuals allow users to explore business performance from multiple angles(geographic, categorical, and temporal) supporting data-driven decision making and strategic planning. The dashboard was created using the “Financials” sample dataset provided by Power BI. Below you will find a comprehensive list of all measures created.

DAX Measures

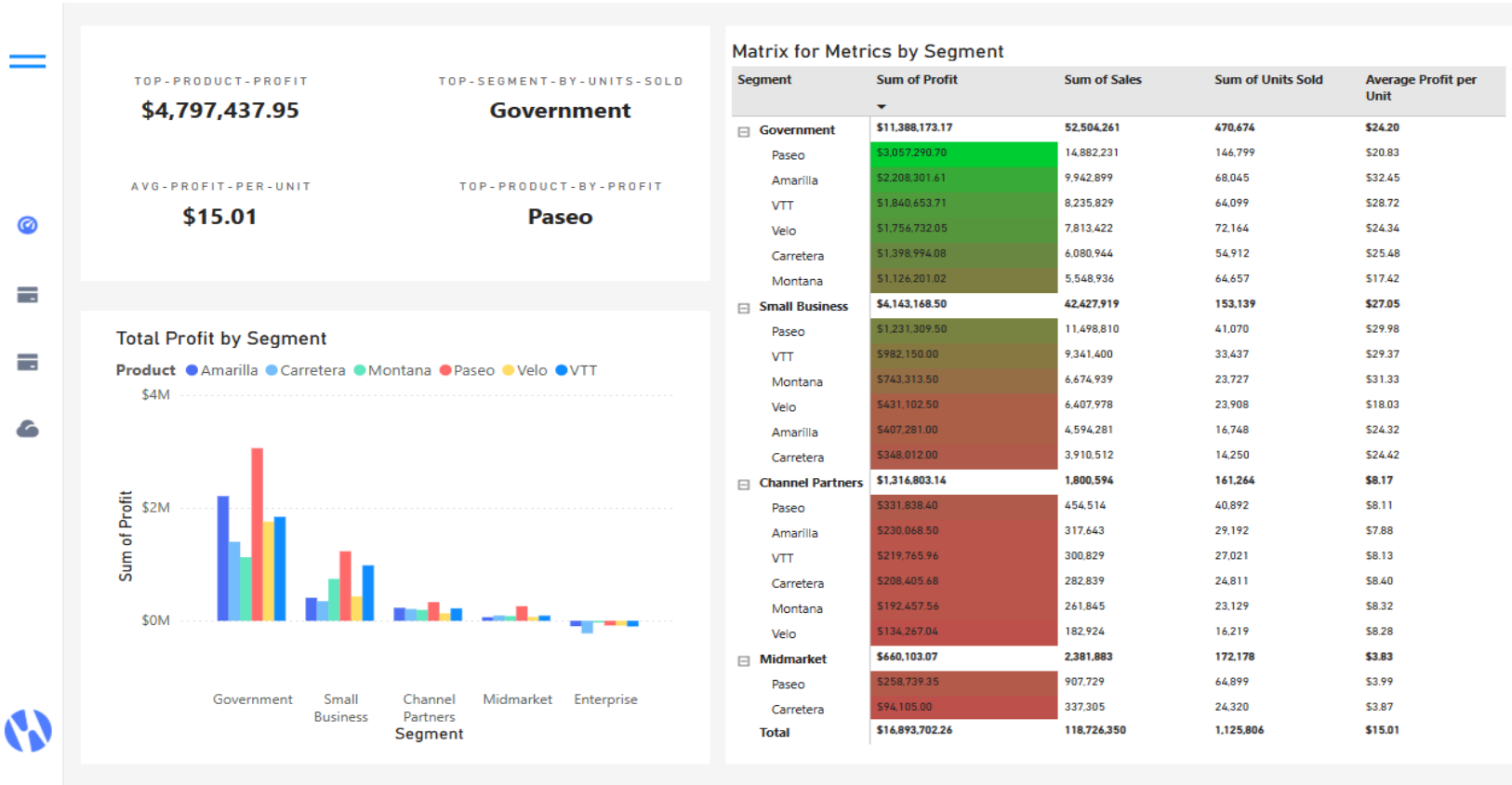
- Month Short
- Average Discount %
- Average Profit per Unit
- Avg Profit per Month
- Max Month Profit
- Max Month Sales
- Max Month Units
- Top Country Name
- Top Country Profit
- Top Product by Profit
- Top Product Profit Value
- Top Segment by Units Sold
- Total Discounts

Executive Summary Page



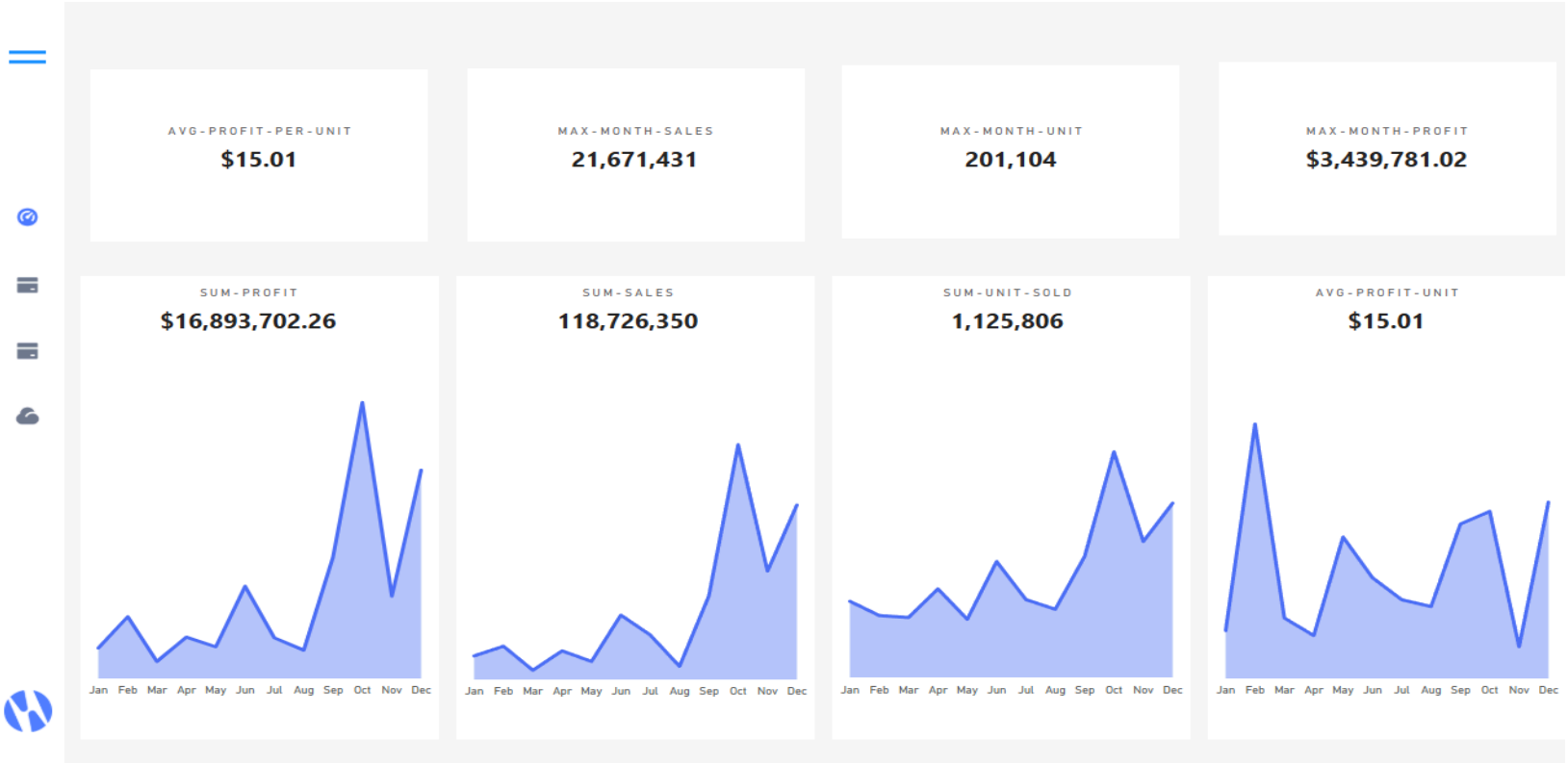
This page provides a high-level overview of total sales, profit, units sold, number of countries, and number of active products. The main section highlights monthly sales performance broken down by segment, revealing seasonality and differences in market contribution. A donut chart summarizes units sold by segment for quick comparison. The lower table focuses on profit by product and country, enabling viewers to identify which combinations drive the strongest return. Overall, the page serves as an at-a-glance financial snapshot of the company's performance.

Segment and Product Profitability Analysis Page



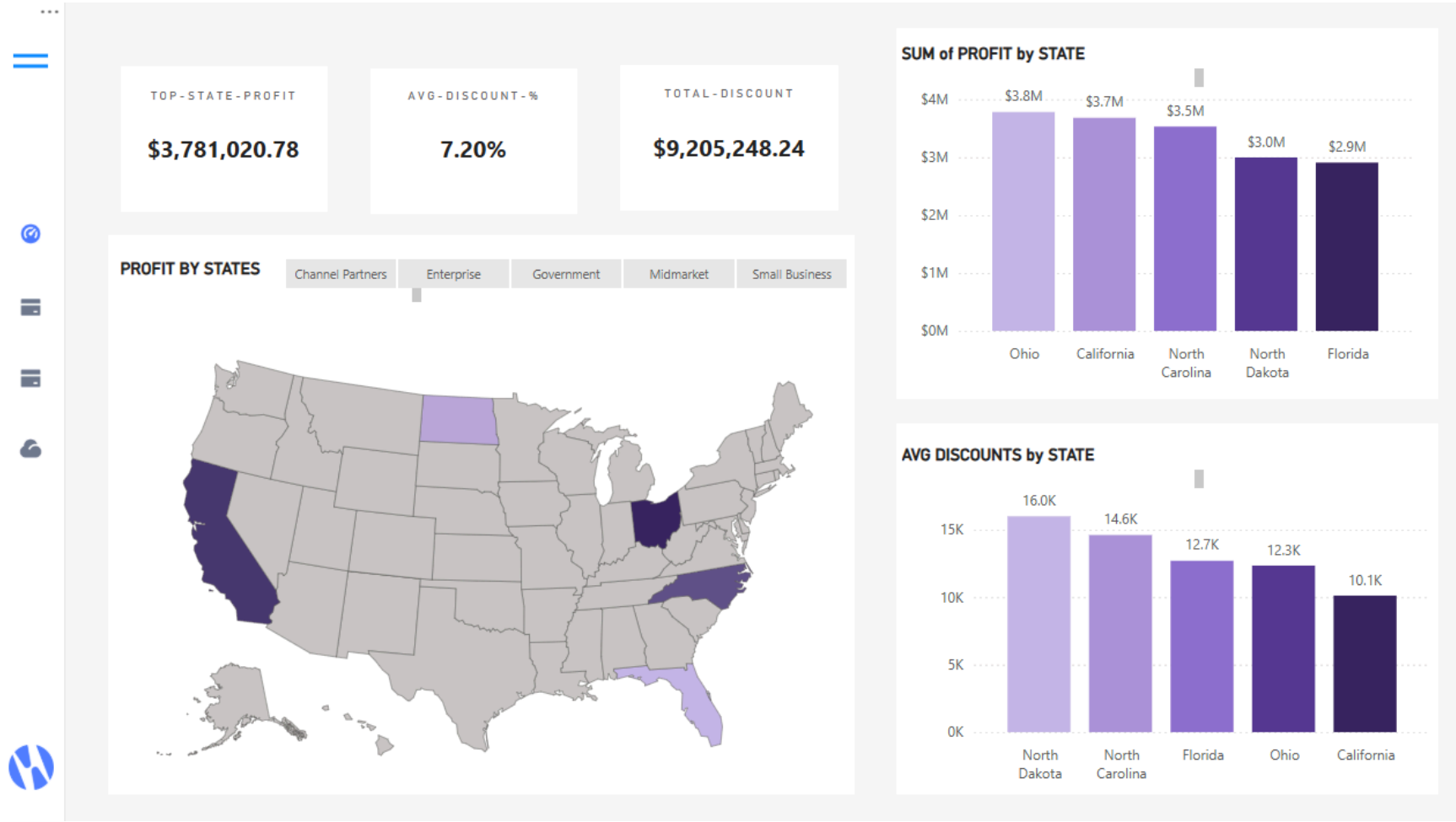
This section analyzes profitability across customer segments and product categories. The KPIs at the top identify the highest-earning product, the strongest segment by units sold, and the top product by profit. A matrix visual provides detailed figures for each product-segment combination, including profit, sales, units, and average profit per unit, all color-coded for quick interpretation. The clustered bar chart on the left summarizes total profit by segment and product. This page allows leaders to assess which product lines and customer groups generate the strongest returns.

Month Over Month Trend Analysis Page



This page highlights month-over-month trends in key metrics, including average profit per unit, maximum monthly sales, maximum units sold, and maximum monthly profit. Line charts visualize yearly patterns for total profit, sales, units sold, and profit per unit. The display helps identify seasonal peaks, dips, and anomalies across the twelve-month cycle. This page provides long-term insight into business performance trends and is useful for forecasting and operational planning

Geographic Profit and Discount Analysis Page



This page focuses on state-level performance with KPIs summarizing top-state profit, average discount percentage, and total discount amounts. A filled U.S. map visualizes profit distribution geographically, helping identify high-value and emerging states. Bar charts on the right break down total profit and average discounts for the top states, making it easy to evaluate regional pricing strategy and margin differences. This page is designed to reveal geographic trends and highlight regions that drive the greatest profitability.