Quick Start Guide
Project 03 — Sales Performance Dashboard

Purpose

This dashboard provides a business-focused view of sales performance, revenue trends, and target attainment. It demonstrates Power BI modeling, DAX, and dashboard design skills using a realistic sales scenario.

1. Open the Project

- Download or clone the repository.
- Navigate to the Project-03-Sales-Performance folder.
- Open the Sales-Performance.pbix file in Power BI Desktop.

2. Load the Data

- Ensure all CSV files are located in the /data folder.
- Update data source paths if prompted.
- Click Refresh to load the data.

3. Data Model Overview

The model uses a star-schema design with Sales as the central fact table and a centralized Date table for time-based filtering and target alignment.

4. Dashboard Pages

Page 1 — Executive Overview

- High-level KPIs for revenue, profit, orders, and average order value.
- Revenue trend analysis over time.
- Revenue breakdown by region and product category.

Page 2 — Rep & Target Performance

- Actual revenue compared to monthly targets.
- Percent-to-target and variance analysis.
- Sales rep performance summary with conditional formatting.

Page 3 — Product & Channel Analysis

- Revenue by product category and top products.
- Revenue by sales channel.
- Customer-level profitability analysis.

5. Using Filters

- Use the Date slicer to adjust the reporting period.
- Apply Region and Sales Rep filters to focus analysis.

- All visuals update dynamically based on selections.

6. Intended Use

This project is intended for portfolio demonstration purposes only. All data is synthetic and does not represent real business activity.