## PROJECT DESCRIPTON

**📊 1. Sales Overview Dashboard**

**✅ Dashboard Focus**

This dashboard monitors company-wide sales performance over time — tracking revenue, order volumes, tax liabilities, and contribution across years, quarters, and months.

**📈 Key Insights**

* **High Revenue in November & December**: Sales peak during the last two months of the year, indicating possible seasonality (e.g., holiday-related demand).
* **Monthly Tax Liability Trends**: Tax liabilities align with sales volume, peaking in months with highest revenue. July and October appear tax-heavy.
* **Q4 Dominance**: Quarterly sales across multiple years show that Q4 significantly outperforms other quarters.
* **Sales Contribution Trends**: There's a steady growth in both sales orders and contribution percentage over the months, indicating improving efficiency or demand consolidation.
* **Year-over-Year Performance**: Sales and order counts grew consistently from 2010 to 2014, showing positive momentum.

**📦 2. Product Performance Overview**

**✅ Dashboard Focus**

This dashboard dives into individual product performance, analyzing sales volume, cost, discounting strategies, and margin realization across top and bottom performers.

**📈 Key Insights**

* **Top Performers Drive Sales**: A small number of products (e.g., Product 310, 312, 313) contribute disproportionately to revenue.
* **Underperformers Identified**: Products with minimal sales are easily isolated, useful for portfolio pruning or investigation.
* **Stable Gross Margin Trend**: Gross margin remains consistent across products, but spikes for a few top-sellers — indicating better pricing power or lower cost.
* **Discount Analysis**: Products with higher discount percentages do not always align with sales volume, suggesting inefficiencies in discounting strategy or price sensitivity.
* **Profit Leakage Watch**: Some well-selling products experience a dip in gross margin due to high discounts, indicating potential for revenue optimization.

**🚚 3. Logistics Overview Dashboard**

**✅ Dashboard Focus**

This dashboard provides visibility into supply chain and logistics metrics including lead times, sales orders by geography, average freight costs, and shipment performance.

**📈 Key Insights**

* **Sales Surge in 2013**: A rapid rise in sales order trend indicates a breakthrough in either market expansion or product adoption.
* **Top Performing Regions**: India and Canada emerge as high-volume regions, important for sales strategy and inventory planning.
* **Freight Cost Disparity**: Some regions (e.g., Morocco, West Africa) incur higher freight costs but have lower sales counts, suggesting inefficiencies or long transport distances.
* **Shipment Accuracy**: Very low rates of missing or late shipments indicate a well-optimized logistics operation.
* **Lead Time Range**: The difference between minimum (4 days) and maximum (27 days) lead time highlights variability that may be customer- or region-specific.

**🧩 4. Project Wrap-Up / Portfolio Description**

## 📁 Project Summary

This Power BI dashboard project is a comprehensive visualization suite covering three interconnected areas of business performance: \*\*Sales\*\*, \*\*Product\*\*, and \*\*Logistics\*\*. It provides both high-level and granular views of how a company operates across time, geographies, and product lines.

### 🎯 Objectives:

- Track revenue, profits, and order metrics across time

- Evaluate product-level performance and pricing efficiency

- Monitor supply chain trends, freight cost patterns, and shipment reliability

### 📊 Tools Used:

- Microsoft Power BI

- DAX measures

- Custom visuals with interactive slicers and drill-throughs

### 🧠 Insights Enabled:

- Identifying seasonal sales patterns and high-performing quarters

- Understanding the impact of discounting on gross margins

- Flagging logistics bottlenecks and cost outliers

- Monitoring lead time consistency and regional demand

This project equips decision-makers with the insights needed to streamline operations, optimize pricing, and drive profitable growth through data.

Would you like this full analysis and summary exported into a nicely formatted .docx or .pdf file for your portfolio or submission?