

Executive Dashboard: Samba Bar & Restaurant – Power BI Solution

*29 Sep. 25
Executive Dashboard*

*Frank Ouna
Data Analyst*

INTRODUCTION

Audience: Executive Team, Company Owners, & Shareholders

Client: Samba Bar & Restaurant (Kenya)

Data Scope: Consolidated data from 2009-2024 across all sales, staff, branches, and cities, powered by a comprehensive time intelligence calendar.

Objective: To provide a single source of truth for the company's performance, delivering actionable, multi-faceted insights to guide high-level strategic planning, investment, and growth decisions.

Key Performance Indicators (KPIs)

1. Executive Key Performance Indicators (KPIs)

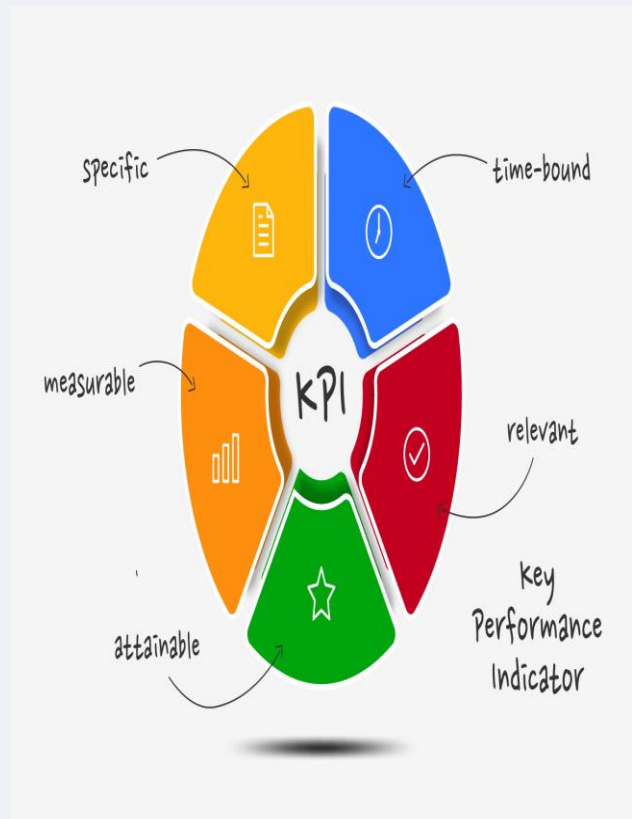
These top-level metrics offer an immediate, consolidated view of the company's financial health and trajectory, directly addressing shareholder and owner priorities.

Total Sales (Revenue): The cumulative revenue from all sales transactions. This is the primary indicator of the company's operational scale and financial health.

Revenue (YTD): Year-to-Date total sales, providing a real-time view of annual financial performance against fiscal targets.

Revenue Growth (YTD YoY): The year-over-year percentage change in YTD revenue, a critical measure of the company's growth momentum and market position.

Total Units Sold: The aggregate volume of all menu items sold, offering insight into operational throughput and customer demand independent of pricing changes.





2. Strategic Analytical Reports

The dashboard is organized into interactive reports, each designed to answer key strategic questions from the executive perspective.

1. Sales Performance Overview

This report provides a high-level snapshot of sales trends and geographic contribution.

Primary Visuals:

Sales Trend Line Chart (2009-2024)

Sales by Branch & City Matrices

Executive Insight: Enables leadership to quickly ascertain overall sales growth, identify the most profitable branches and cities, and recognize long-term seasonal patterns to validate strategic direction.

2. Staff and Employee Productivity

This report evaluates the human capital ROI and sales effectiveness across the organization.

Primary Visuals:

Sales by Employee Bar Chart

Average Sales per Staff KPI

Cards

Sales vs. Employee Count by Branch Heatmap

Executive Insight: Assists in assessing workforce efficiency, identifying top-performing individuals and teams, and informing decisions on incentive structures, training programs, and strategic staffing allocation.

3. Branch and City Performance

This report deconstructs geographic performance to guide expansion and investment strategies.

Primary Visuals:

Sales by City Map Visual

Branch Performance Table with YoY Growth

Interactive Decomposition Tree (by Branch, Staff, Employee)

Executive Insight: Provides clarity on which locations are driving profitability and which may require intervention, directly supporting decisions related to capital investment, market expansion, and resource rationalization.

4. Time Intelligence Analysis

This report leverages a custom calendar table for advanced temporal trend analysis.

Primary Visuals:

Year-over-Year (YoY) Sales Growth Charts

Month-to-Date (MTD) & Quarter-to-Date (QTD)

Comparisons

Quarterly Trend Analysis

Executive Insight: Empowers leadership to identify cyclical patterns, improve the accuracy of financial forecasts, and make data-driven decisions for long-term budgeting and strategic planning.

Strategic Value of Interactive Dashboard Controls

While the visualizations provide the answers, the interactive controls are the strategic tool that allows leadership to ask the right questions. They transform a static report into a dynamic decision-making engine, enabling deep, exploratory analysis across over a decade of operational data.

The implemented filters and slicers provide three key strategic capabilities:

1. Historical Date Range (2009-2024)

- **Strategic Function:** Enables longitudinal performance analysis.
- **Business Value:** This control allows executives to move beyond a single-year view and investigate multi-year trends, cyclical patterns, and the long-term impact of strategic initiatives. Leadership can:
 - **Isolate Impact:** Drill down to a specific quarter or month to assess the effect of a specific marketing campaign, menu change, or economic event.
 - **Validate Strategy:** Compare growth trajectories across different years to determine if the business is accelerating and whether long-term strategic goals are being met.
 - **Forecast with Confidence:** Analyze performance over a full business cycle (2009-2024) to build more accurate and resilient financial forecasts.

2. Menu Analysis (Category & Item)

- **Strategic Function:** Drives product portfolio optimization and revenue management.
- **Business Value:** This moves analysis from total revenue to product-level profitability, which is critical for resource allocation. Executives can use this to:
 - **Identify Growth Engines & Underperformers:** Isolate the specific menu categories (e.g., "Bar" vs. "Main Course") or individual items driving the majority of profit, informing menu engineering and inventory purchasing.
 - **Test Pricing and Promotion Strategy:** Analyse how changes in the sales mix of high-margin items (e.g., appetizers, beverages) impact overall profitability over time.
 - **Make Informed Investment Decisions:** Use data to decide which menu items to feature, promote, or discontinue, ensuring the menu aligns with brand strategy and financial objectives.

3. Performance Drill-Down (Staff/Server)

- **Strategic Function:** Facilitates human capital management and performance optimization.
- **Business Value:** This transforms abstract "staff costs" into tangible "employee contribution," providing a foundation for talent management strategy. It allows management to:
 - **Recognize and Retain Top Talent:** Objectively identify high-performing employees consistently over time, enabling targeted rewards, retention efforts, and succession planning.
 - **Pinpoint Development Opportunities:** Identify staff who may need additional training or coaching, improving overall service quality and operational efficiency.
 - **Optimize Labor Investment:** Correlate staffing levels and individual performance with sales outcomes by branch or shift, enabling data-driven scheduling and workforce planning to maximize ROI on payroll.

Collectively, these interactive controls empower executives to move from passive observation to active investigation. They enable leaders to deconstruct performance data, test hypotheses, and uncover the root causes of trends, thereby making strategic decisions with greater confidence and precision.

-Conclusion