

# Sales & Revenue Insights Dashboard



## OBJECTIVE

The objective of this project is to design and develop an interactive **Sales & Revenue Performance Dashboard** using Power BI to analyze transactional retail data and transform it into actionable business insights.

This dashboard aims to:

- Evaluate overall revenue performance and order activity
- Identify top-performing products and their contribution to total sales
- Analyze customer behavior and revenue distribution
- Examine geographical sales performance across countries
- Monitor revenue trends over time to detect growth patterns
- Support strategic decision-making through data-driven visualization

The final outcome is a business-ready analytical report that enables stakeholders to quickly understand performance metrics and identify opportunities for improvement.

## DASHBOARD FEATURES

### KPI Cards →

Total Revenue, Total Orders, Total Customers, Total Invoices, Total Quantity Sold, Average Order Value

### Slicers →

Month, Year, Country

### Charts & Visuals →

- Line Chart – Revenue Trend Over Time
- Bar Chart – Top Products by Revenue
- Map – Revenue Distribution by Country
- Scatter Chart – Orders vs Revenue
- Donut Chart – Customer Revenue Distribution
- Combo Chart – Quantity vs Revenue Trend

## KEY INSIGHTS

- The business generated strong overall revenue with consistent performance across time periods
- A limited number of products contribute significantly to total revenue
- Sales revenue is heavily concentrated in specific regions, with the UK being the top contributor
- Customer revenue distribution shows reliance on high-value customers
- Higher quantity sold does not always translate to higher revenue, highlighting the impact of pricing

## PROBLEM STATEMENT

Businesses generate large volumes of sales data across products, customers, regions, and time periods. Without structured analysis, this data remains underutilized, making it difficult to understand performance and identify growth opportunities.

**To address this, it is essential to:**

- Track overall sales revenue and order activity
- Monitor product-wise and customer-wise performance
- Analyze sales trends over time
- Understand geographical revenue distribution
- Identify key drivers contributing to business growth

## BUSINESS VALUE

This dashboard enables stakeholders to:

- Identify high-performing products and regions
- Improve inventory and pricing strategies
- Focus on customer retention and value generation
- Monitor business performance through interactive insights

## CONCLUSION

The Sales & Revenue Dashboard demonstrates how Power BI can convert raw transactional data into meaningful business insights.

It supports performance monitoring, strategic planning, and data-driven decision-making, making it suitable for real-world business and analytics use cases.