

# PropVivo Sales Performance Dashboard Summary

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## Objective:

To analyze and visualize PropVivo's product sales performance across regions, products, and time periods to support data-driven decision-making for growth and optimization.

## Key Features of the Dashboard:

- 4 Key Metrics (Cards):
  - - Total Revenue
  - - Total Orders
  - - Average Order Value (AOV)
  - - Total Customers
- Monthly Revenue Trend Line Chart: Shows growth/decline over time
- Top 10 Products by Revenue (Bar Chart): Highlights best-performing products
- Revenue by Region (Donut Chart): Compares region-wise contribution
- Matrix: Region × Category - Detailed revenue breakdown across region and product category
- 4 Interactive Slicers: Region, Product, Month-Year, and Category for dynamic filtering

## Insights Uncovered:

- Identified top-selling products driving the majority of revenue
- Revealed high-performing regions contributing to business success
- Monthly trends show seasonal patterns and peaks
- Category analysis enables inventory and marketing focus

## Tools Used:

- Power BI Desktop
- DAX (for calculated columns & measures)
- Cleaned data in Excel & structured model