PropVivo Sales Performance Dashboard Summary

# 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