

Sales Performance Dashboard - PowerBI Wireframe

Business Objective: Analyze and track overall sales performance using KPIs and visualizations to derive actionable insights.... **Key Questions Answered:** What are the total sales, cost, and margin figures? Which products and sales reps are performing best? What trends are observed over time?

DATE RANGE PICKER <small>Callout: Filter data by specific date ranges</small>	PRODUCT CATEGORY <small>Callout: Filter by product categories</small>	SALES REP <small>Callout: Filter by sales representatives</small>	CUSTOMER <small>Callout: Filter by specific customers</small>	SLICER PANEL
TOTAL SALES AMOUNT \$ XXX,XXX <small>Callout: KPI card showing total sales revenue with period comparison</small>	TOTAL QUANTITY SOLD X,XXX <small>Callout: KPI card displaying total units sold with trend indicator</small>	GROSS Margin (%) XX.X% <small>Callout: KPI showing profitability percentage with comparison</small>	TOTAL COST \$ XXX,XXX <small>Callout: KPI card showing total costs with period-over-period change</small>	KPI's
 Sales Amount by Product Category <small>Callout: Horizontal bar chart displaying total sales amount for each product category. X-axis: Product Categories, Y-axis: Total Sales Amount</small>	 Sales Amount by Sales Rep <small>Callout: Column chart showing sales performance by representative. X-axis: Sales Rep Names, Y-axis: Total Sales Amount, Tooltip: Margin & Quantity</small>	VISUALS		
 Sales Trend Over Time <small>Callout: Line chart displaying sales trends over time with monthly/weekly aggregation. X-axis: Date periods, Y-axis: Total Sales Amount</small>	 Customer-Level Details <small>Callout: Table showing customer metrics including Columns: Sales, Quantity, Margin, and Gross Margin %</small>			