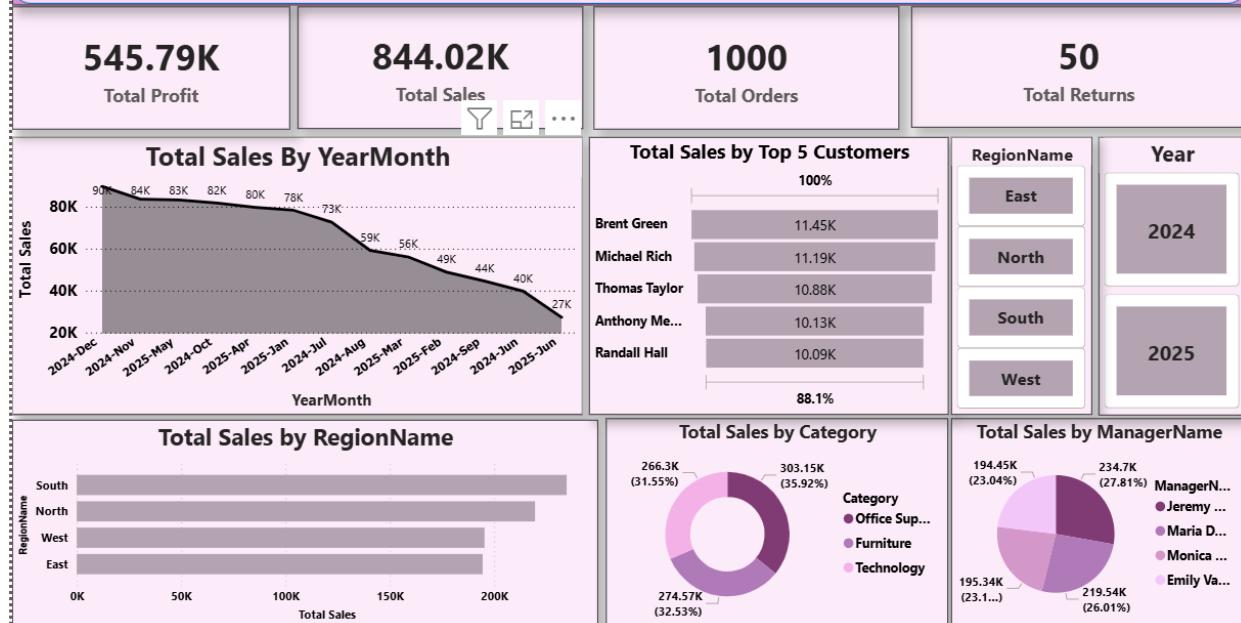


Sales Intelligence Dashboard



Overall Information



Sales & Customer Analysis

844.02K

Total Sales

545.79K

Total Profit

200

Total Customers

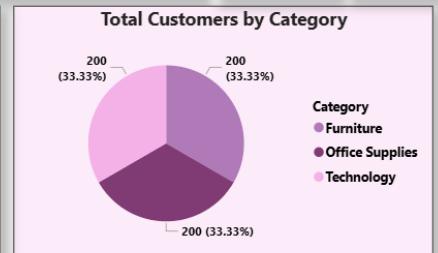
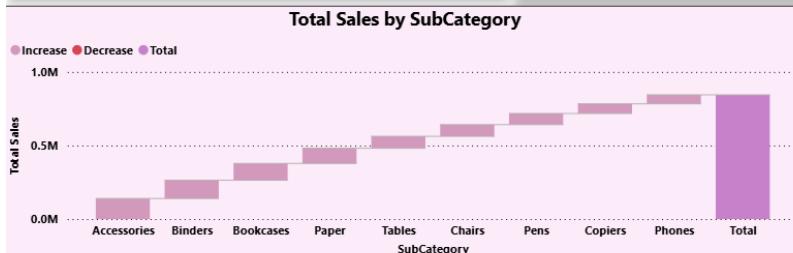
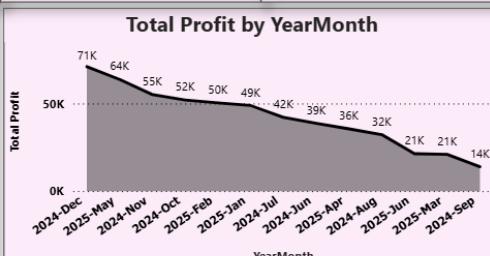
1K

Total Orders

Brent Green

11.45K

Total Sales



Category
Furniture
Office Supplies
Technology

Category
Furniture
Office Supplies
Technology

Year
2024
2025

Data

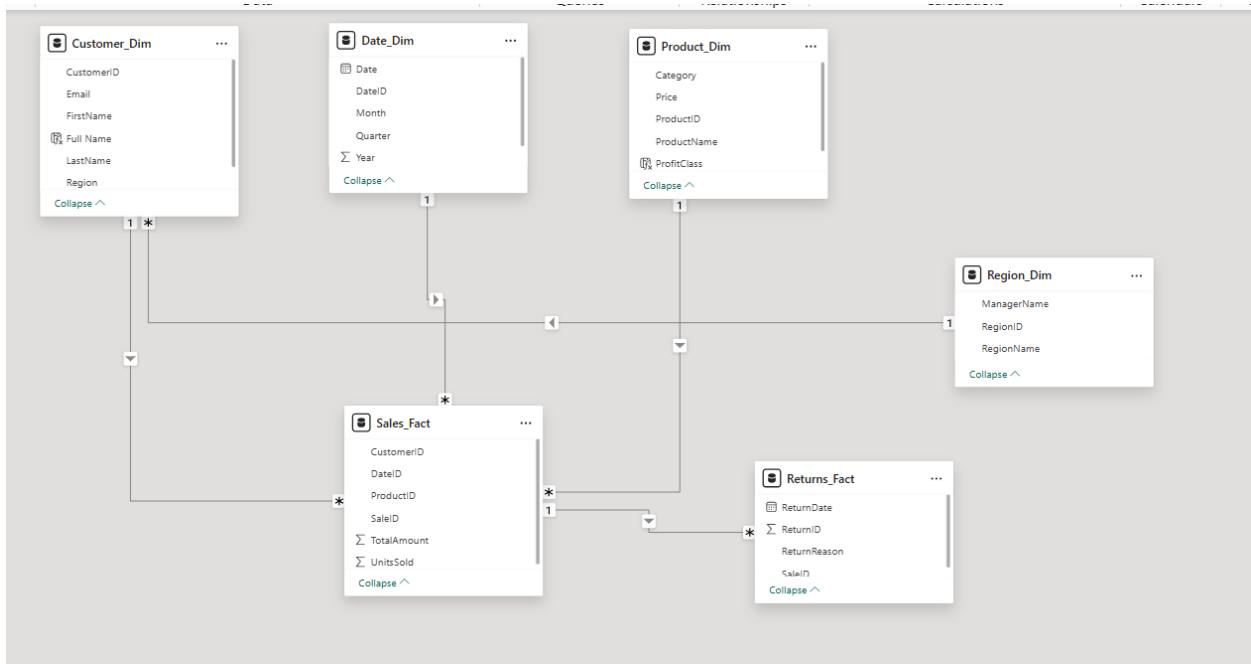


Search

⌄ A Measures



- Average Sales per Customer
- Column1
- Customer Count
- High Margin Sales
- High Value Customers
- Sales KPI
- Sales MOM
- Sales per Customer
- Sales Value
- Sales YOY
- Sales YTD
- Total Customers
- Total Orders
- Total Profit
- Total Quantity
- Total Returns



The screenshot shows the Microsoft Power BI Data Editor interface. A table named "Sales_Fact" is displayed with the following schema:

SaleID	CustomerID	ProductID	DateID	UnitsSold
1	1	193	6	347
2	2	153	76	258
3	3	138	58	242
4	4	140	96	331
5	5	164	90	57
6	6	95	14	342
7	7	79	13	192
8	8	143	17	152
9	9	11	17	308
10	10	138	66	149
11	11	135	54	316
12	12	50	70	138
13	13	62	74	50
14	14	112	7	310
15

Column profiling based on top 1000 rows:

- SaleID: 1000 distinct, 1000 unique
- CustomerID: 198 distinct, 7 unique
- ProductID: 100 distinct, 0 unique
- DateID: 341 distinct, 64 unique
- UnitsSold: 10 distinct, 0 unique

PREVIEW DOWNLOADED AT 5:23 PM
ENG IN 5:24 PM 2/5/2026

INSIGHTS :-

Total Sales stand at 844.02K, showing strong overall revenue performance.

Total Profit is 545.79K, indicating a healthy profit margin.

The business processed 1000 total orders, reflecting steady demand.

50 returns suggest a low return rate, which is operationally positive.

Sales show a consistent downward trend over months, needing attention.

Highest monthly sales were around 90K, later dropping to 27K.

This decline may indicate seasonality or reduced customer engagement.

Top 5 customers contribute 88.1% of total sales concentration.

Brent Green is the highest contributing customer (11.45K).

High dependency on few customers increases business risk.

South region leads sales, followed closely by North.

East region has the lowest sales contribution.

Regional imbalance shows scope for East & West market expansion.

Office Supplies dominate sales (35.92%) among categories.

Furniture and Technology contribute almost equally to revenue.

Category mix is well-balanced, reducing over-reliance on one segment.

Jeremy (Manager) leads sales performance among managers.

Sales distribution among managers is fairly even, indicating good team effort.

Year slicer shows data comparison across 2024 and 2025.

Overall, focus areas should be sales trend recovery, regional growth, and customer diversification.