**Sales Performance Dashboard – Summary Report**

🎯 Objective

The purpose of this dashboard is to visually present sales and profit performance across products, categories, regions, and states. It helps uncover business trends, identify high-performing areas, and support data-driven decision-making.

A screenshot of a computer dashboard

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**📌 Key Metrics Overview**

Total Sales: 13 Million

Total Profit: 1.47 Million

📈 Dashboard Insights

**Top 10 Products by Sales**

Leading sales contributors include Apple, Cisco, and Motorola smart phones. The focus is on high-demand tech products.

**Sales by State**

A map view highlights key sales-generating states. This insight can guide future geographic expansion or localized promotions.

**Profit by Region**

Regions like North America and Central contribute the most to profit. Some regions with good sales show lower profit margins, signaling areas for cost improvement.

**Sales by Category**

Technology drives the majority of sales, followed by Furniture and Office Supplies, indicating the company’s product strength lies in tech-based offerings.

**Monthly Sales Trend**

A clear monthly trend helps in understanding seasonal behavior and planning sales strategies accordingly.

🧩 **Interactive Filters Used**

Category Filter (Furniture, Office Supplies, Technology)

Region Selector (Africa, EMEA, North America, etc.)

These allow users to dynamically explore data and gain category-specific or region-specific insights.

**🛠 Tools Used**

Power BI

Sample Superstore Sales Dataset

📝 **Conclusion**

This dashboard delivers a comprehensive view of sales and profit performance using clean visuals and smart filters. It enables business users to identify key areas of success and explore opportunities for growth, making it an effective tool for performance tracking and decision support.

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