



Khanh Hoang

***Year-over-Year***

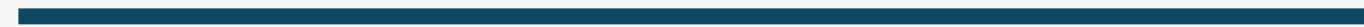
# ***Performance Dashboard***

Business Performance Insights | Power BI Project

June, 2025



# *Introduction*



This dashboard provides an interactive and insightful view of year-over-year performance trends in **Gross Profit, Sales, and Quantity**. It supports business teams in identifying:

- Underperforming regions, product segments, and customer groups
- Variance between Year-To-Date (YTD) and Previous Year-To-Date (PYTD)
- Opportunities for strategic action across sales, operations, and finance



# Data & Scope

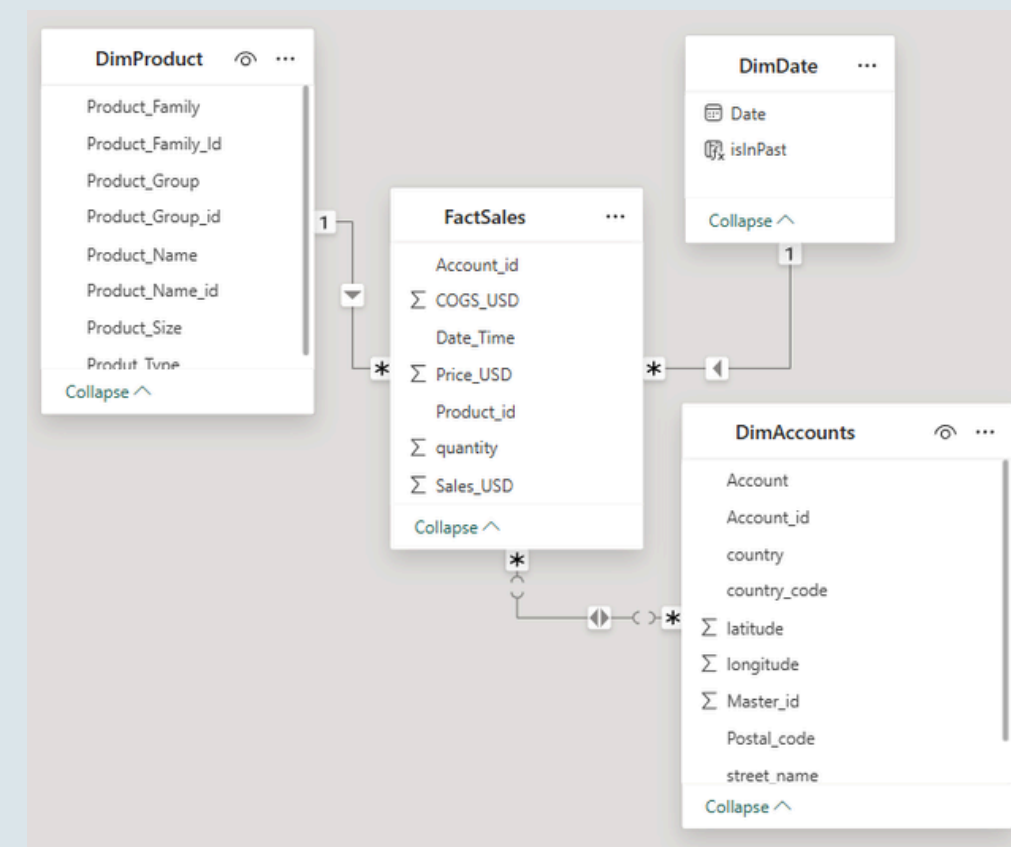


## Dataset Summary

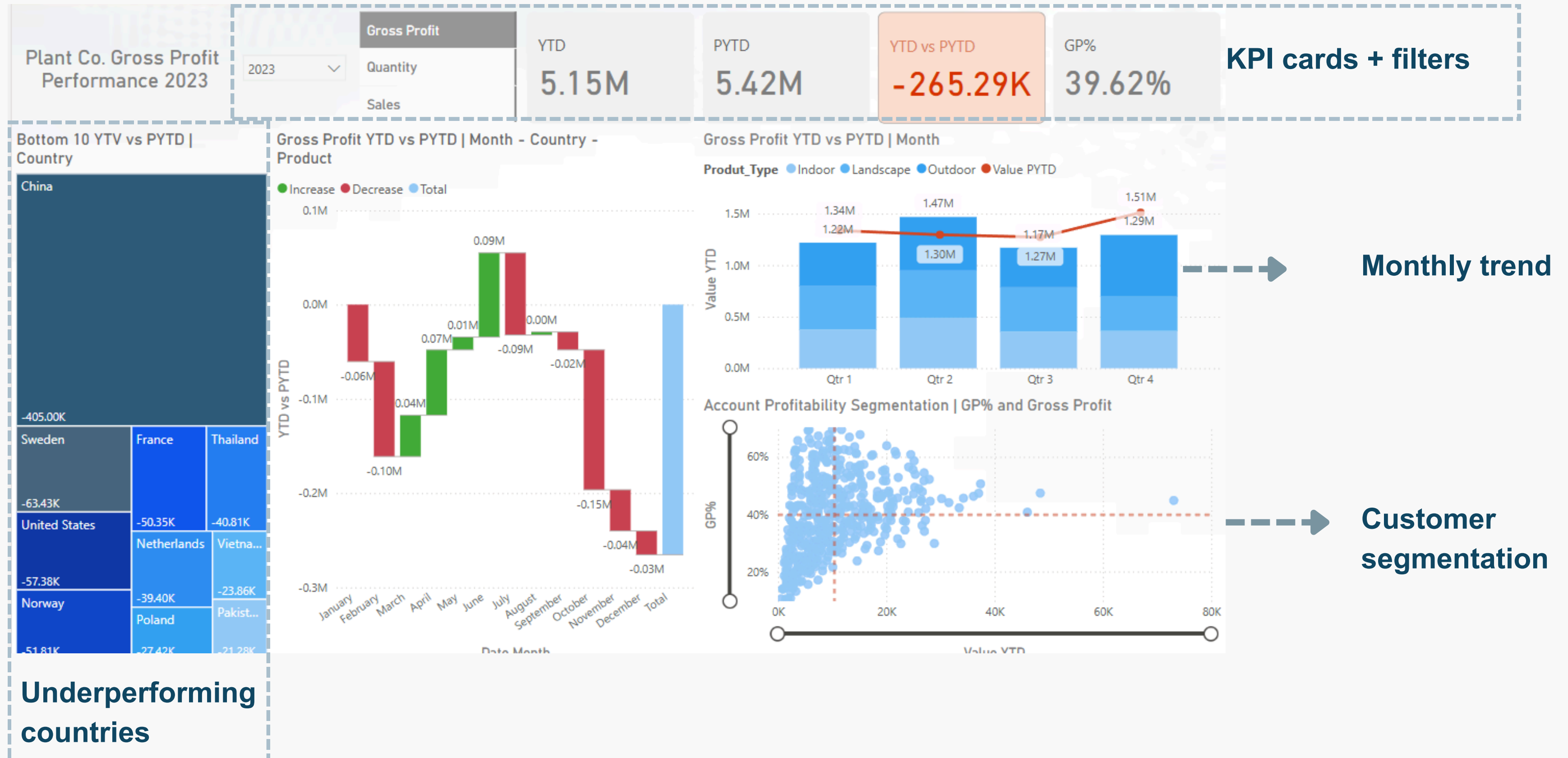
- Sales + financial data (2022–2023)
- Dimensions: Country, Customer, Product
- Metrics: Sales, Quantity, Gross Profit

**Source:** Excel-based internal data (3 sheets)

**Scope:** Year-over-year performance tracking

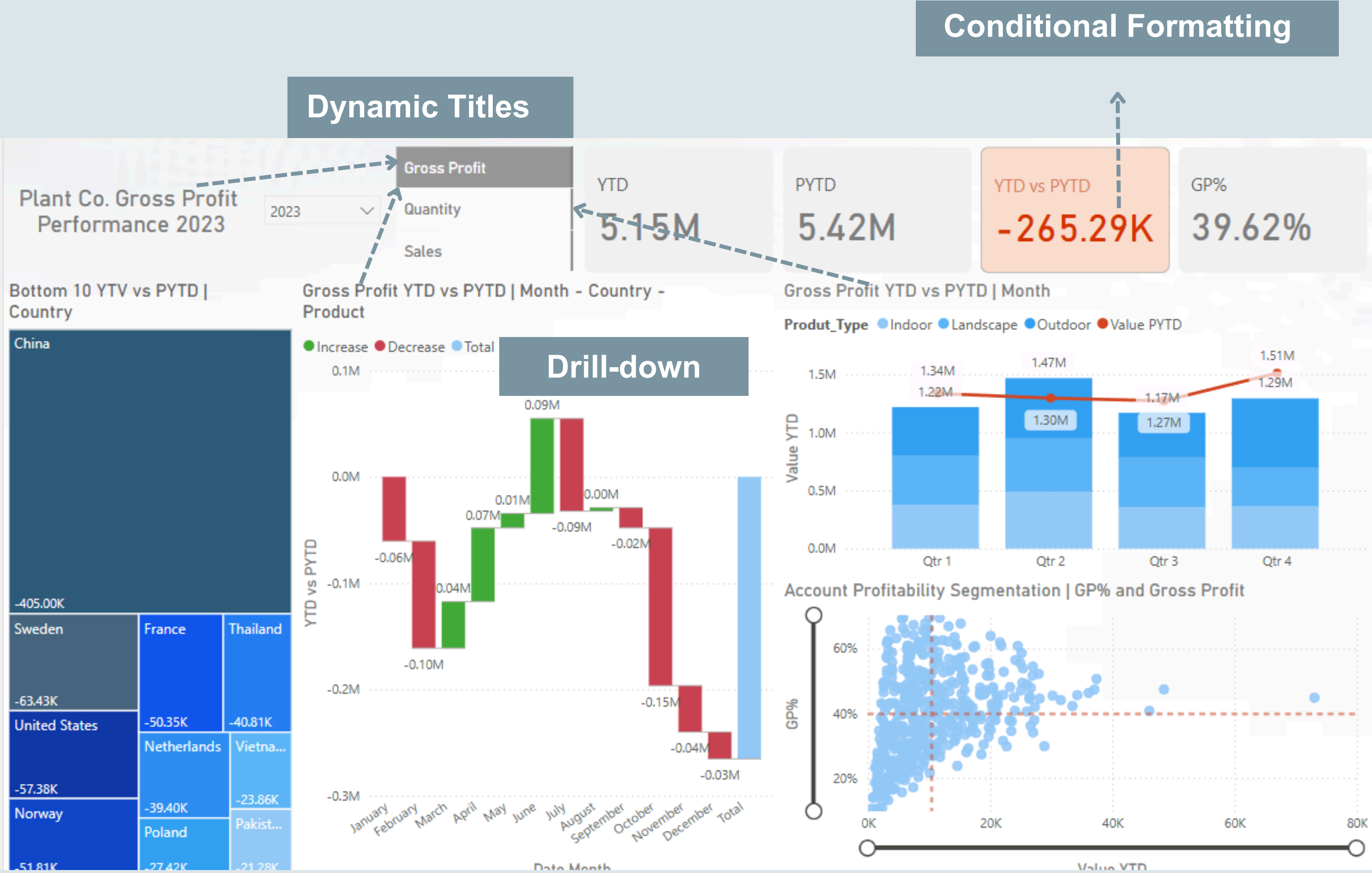


# Dashboard Structure & Layout





# Interactivity & Features



# ***Business Insights***

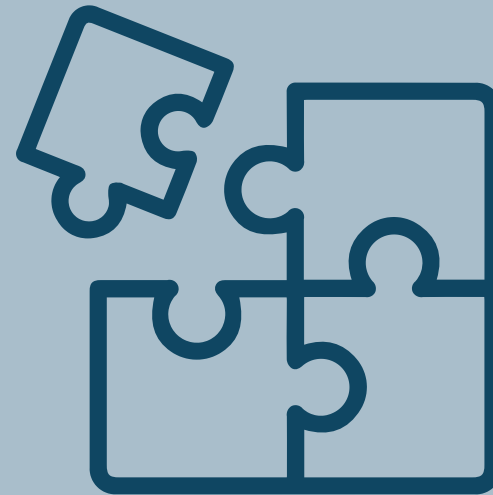
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## ***Enabled***



### **Underperforming Countries & Profit Drop Zones**

- The dashboard highlights countries with declining Gross Profit (GP%).
- Enables regional managers to prioritize recovery efforts or reallocate resources.



### **Seasonal and Monthly Sales Trends**

- Waterfall and bar charts reveal month-over-month fluctuations.
- Supports demand forecasting and campaign timing.



### **High-Value vs Low-Margin Customers**

- Customer-level scatter plots identify clients who contribute high revenue but low GP%, signaling pricing or cost issues.
- Enables better customer segmentation and targeted retention strategies.



*Thank you*

