

Sales Dashboard Layout

1. Header Section

- **Title:** "Sales Performance Dashboard"
- **Date Range Filter:** A slicer for selecting the date range (e.g., last month, last quarter, custom range).
- **Region Filter:** A slicer to filter data by region (e.g., North, South, East, West).

2. Key Performance Indicators (KPIs)

Display the following KPIs prominently at the top of the dashboard:

1. **Total Sales:** Sum of revenue.
2. **Total Profit:** Sum of profit (Revenue - Cost).
3. **Average Order Value:** Total Sales / Number of Orders.
4. **Number of Customers:** Distinct count of customers.
5. **Year-over-Year Growth:** Percentage change in sales compared to the previous year.

3. Sales Trends Over Time

- **Visualization:** Line chart.
- **X-Axis:** Time (e.g., months, quarters).
- **Y-Axis:** Sales revenue.
- **Filters:** Allow users to toggle between revenue and profit.

4. Sales by Product Category

- **Visualization:** Bar chart or stacked bar chart.
- **X-Axis:** Product categories (e.g., Electronics, Clothing, Furniture).
- **Y-Axis:** Sales revenue.
- **Color:** Use different colors for each category.

5. Top 10 Products by Sales

- **Visualization:** Table or bar chart.
- **Columns:** Product Name, Sales Revenue, Profit Margin.

- **Sort:** Descending order by sales revenue.

6. Sales by Region

- **Visualization:** Map visual
- **Details:** Region or city.
- **Legend:** Sales revenue or profit.

7. Customer Segmentation

- **Visualization:** Pie chart or donut chart.
- **Categories:** Customer segments (e.g., New Customers, Repeat Customers, Loyal Customers, Premium Customers).
- **Values:** Percentage of total customers or sales.

8. Profit Margin Analysis

- **Visualization:** Waterfall chart.
- **Categories:** Product categories or regions.
- **Values:** Profit margin (Revenue - Cost).

9. Drill-Through Page

- Create a **detailed view** for specific insights:
 - **Product Details:** Click on a product in the "Top 10 Products" chart to see its sales trends.
 - **Customer Details:** Click on a customer segment to see their purchase history.

Steps to Create This Dashboard in Power BI

1. **Import Data:** Load your sales data into Power BI (e.g., Excel, CSV, or SQL).
2. **Clean Data:** Use Power Query to clean and transform the data.
3. **Build Data Model:** Create relationships between tables (e.g., sales, products, customers).
4. **Create Measures:** Write DAX formulas for KPIs (e.g., Total Sales, Profit, YoY Growth).
5. **Design Visuals:** Add charts, tables, and slicers to the report canvas.
6. **Format Dashboard:** Adjust colors, fonts, and layout for a professional look.

7. **Add Interactivity:** Use slicers, filters, and drill-through pages.

Sample Data Structure

Sales Table

Order ID	Date	Product ID	Customer ID	Quantity	Revenue	Cost
1	2023-01-01	101	201	2	200	150
2	2023-01-02	102	202	1	100	80

Product Table

Product ID	Product Name	Category	Price
101	Laptop	Electronics	1000
102	T-Shirt	Clothing	20

Customer Table

Customer ID	Customer Name	Region	City	Age	Gender
201	Ramesh Kumar	North	Delhi	30	Male
202	Suresh Prasad	South	Bangalore	25	Female

Tips for Practicing

- Start with a small dataset to build the dashboard quickly.
- Focus on one section at a time (e.g., KPIs first, then trends, then segmentation).
- Experiment with different visuals to see what works best for your data.