

Sales Performance Dashboard | Apr 2023 – Apr 2025 (partial 2025)

Goal

Build a 2-page Power BI dashboard to monitor Sales, Profit, Margin and key drivers by time, region, segment and product.

Data

Order-level dataset (sale_data.csv) • Apr 2023 → Apr 2025 (partial 2025)

Approach

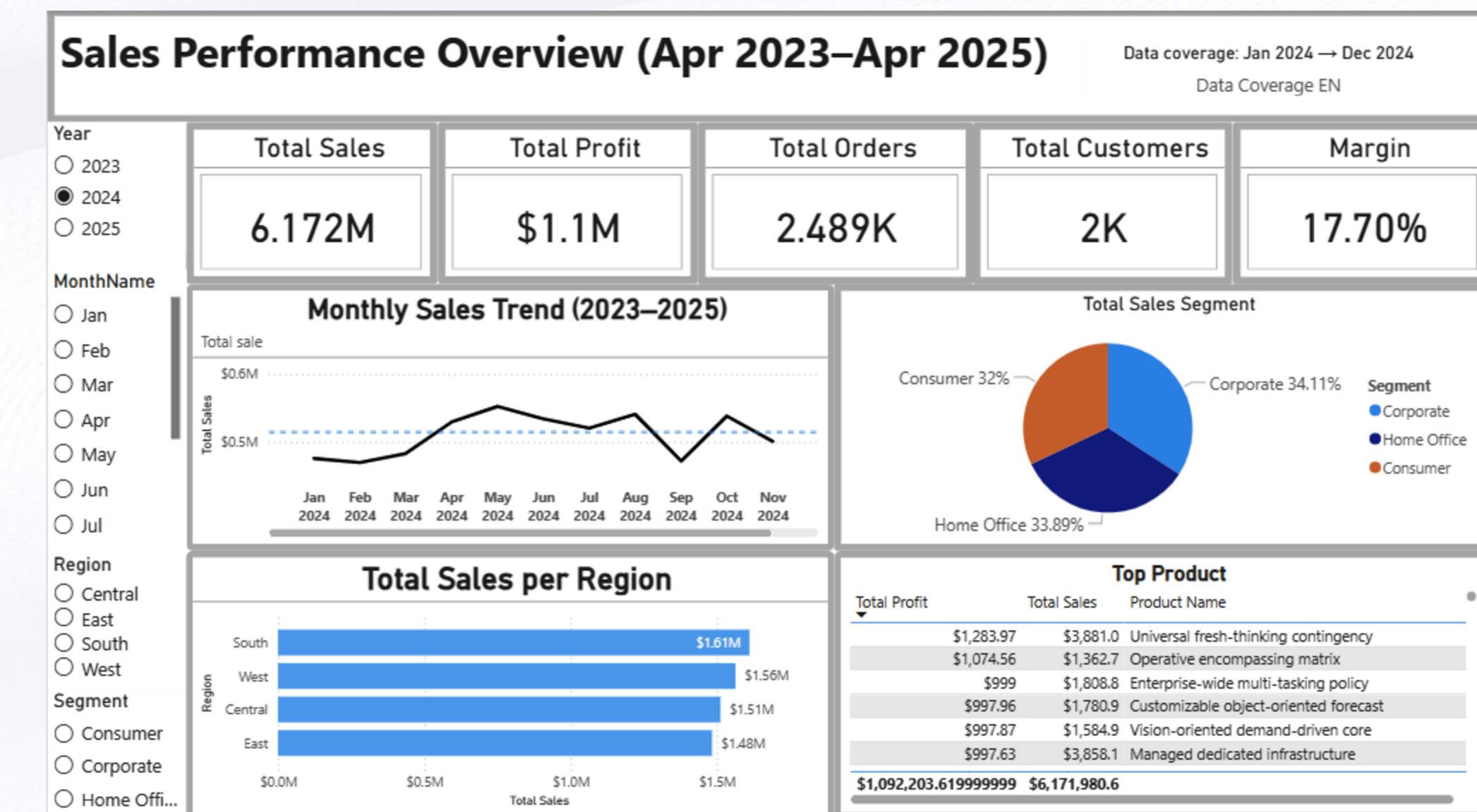
Date modeling • KPI standardization • YoY/MoM time intelligence • Profit-based Top 10 ranking

Results

Sales \$12.507M • Profit \$2.240M • Margin 17.91% • AOV ~\$2.50K

Insights → Actions

- YoY uplift is strong → set monthly review cadence + margin guardrails
- Region performance is balanced → focus on product/portfolio improvements
- Scale profit-leading products → monitor low-margin items for optimization



Overview page