**Power BI Report Documentation**

**Report Name:** Sales Performance Report

**1. Report Overview**

This report provides insights into business performance, focusing on sales, customer details, revenue trends, and regional performance. It is designed to help stakeholders monitor key metrics, identify trends, and make data-driven decisions.

**2. Purpose and Objectives**

* **Purpose**: To provide a comprehensive view of sales and revenue performance.
* **Objectives**:
  + Analyse sales trends over time.
  + Provide detailed customer insights.
  + Track revenue distribution by region.
  + Identify top-performing products or regions.

**3. Data Sources**

The following data sources were used to develop this report:

1. **Sales Data**: Contains details about transactions, including amounts, products, and dates.
2. **Customer Data**: Includes customer demographics, preferences, and purchase history.
3. **Revenue Data**: Aggregated revenue information by region and time.
4. **Regional Data**: Geographic performance indicators.

**4. Report Structure**

The report is divided into the following sections:

**4.1. Sales Summary**

* **Purpose**: Provides an overview of total sales by product, region, and period.
* **Key Metrics**:
  + Total Sales
  + Average Order Value
  + Sales Growth Percentage

**4.2. Customer Details**

* **Purpose**: Highlights customer profiles and purchasing behaviour.
* **Key Metrics**:
  + Customer Segmentation
  + Top 10 Customers by Revenue
  + Retention Rates

**4.3. Revenue Trends**

* **Purpose**: Tracks revenue performance over time.
* **Key Metrics**:
  + Monthly/Quarterly Revenue
  + Year-over-Year Growth
  + Revenue by Product Category

**4.4. Regional Performance**

* **Purpose**: Evaluates sales and revenue performance by region.
* **Key Metrics**:
  + Revenue by Region
  + Top Performing Regions
  + Regional Growth Trends

**5. Key Metrics and Visuals**

* **KPIs**:
  + Total Revenue
  + Customer Lifetime Value (CLV)
  + Sales Conversion Rate
* **Visualizations**:
  + Bar and Line Charts for Trends
  + Geographic Maps for Regional Analysis
  + Tables for Customer Details

**6. Instructions for Use**

1. **Navigation**:
   * Use the tabs at the bottom of the report to switch between sections.
   * Click on visual elements to drill down into specific data.
2. **Filters**:
   * Apply filters available on the right-hand panel to customize the view.
   * Key filters include date ranges, regions, and product categories.
3. **Exporting Data**:
   * Visuals can be exported by right-clicking and selecting Export data.
4. **Refresh Schedule**:
   * The report is set to refresh daily to reflect the latest data.