

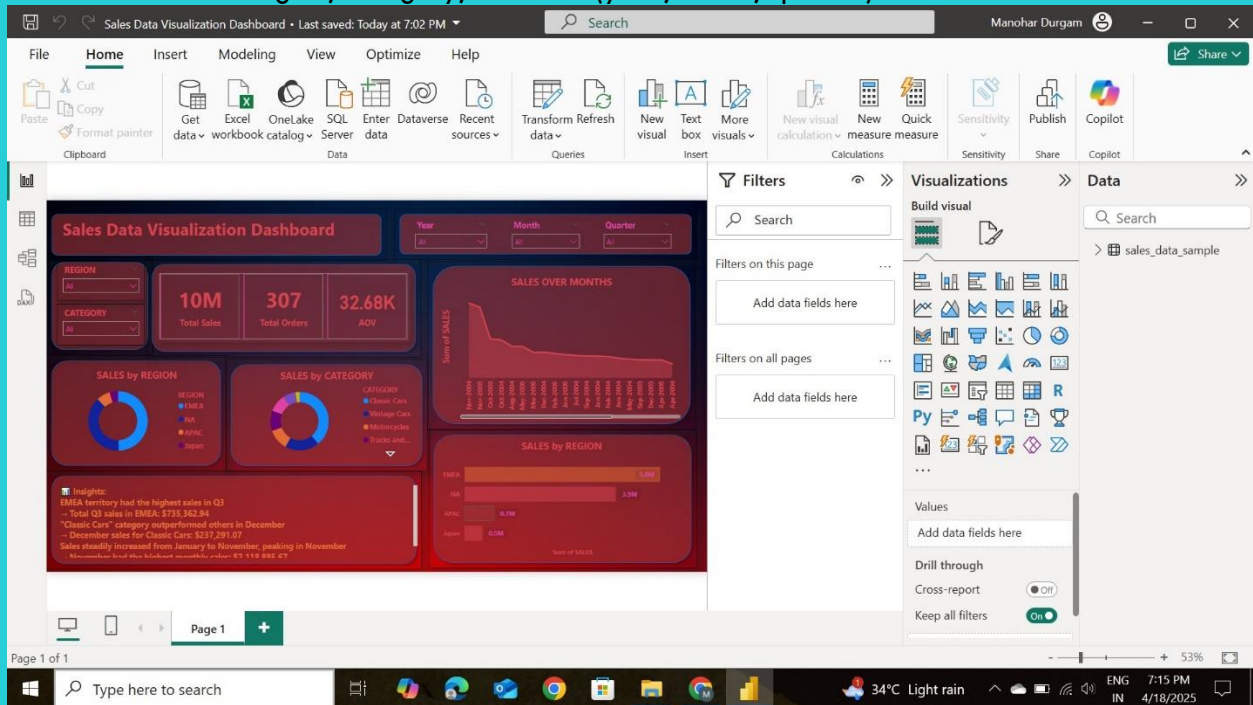
ELEVATE LABS DATA ANALYST INTERN ON 18TH APRIL 2025

POWER BI DASHBOARD LINK: <https://app.powerbi.com/groups/me/reports/2e3eb52d-e11f-4f62-b505-5a8951808ecc/7089eab0fa8d1ba18814?experience=power-bi>

Dashboard Overview

Title: Sales Data Visualization Dashboard (top of the page)

Purpose: To provide a clear and interactive overview of sales performance across various dimensions such as region, category, and time (year, month, quarter).



Key Metrics Displayed (KPI Cards)

At the top center, there are three key performance indicators:

Total Sales: 10M (cumulative revenue)

Total Orders: 307 (total transactions or order count)

AOV (Average Order Value): 32.6K

These KPIs give a quick snapshot of business performance.

Filters Panel

Allows filtering the data by:

Year

Month

Quarter

Region

Category

These interactive filters make the dashboard dynamic and user-friendly for targeted analysis.

Visual Elements

Sales Over Months (Line Chart):

Shows monthly sales trends.

Helps identify peaks and drops in performance.

Sales by Region (Donut + Bar Charts):

Donut chart shows percentage share per region.

Bar chart displays exact sales volume in regions like EMEA, NA, APAC, and Japan.

EMEA is leading with **5.0M** in sales.

Sales by Category (Donut Chart):

Compares product categories like Classic Cars, Vintage Cars, etc.

"Classic Cars" seems to be the best performer.

Insight Box (Text Visual):

Auto-generated insights:

EMEA had the highest Q3 sales.

December was a strong month.

"Classic Cars" dominated category performance.



Design and Theme

Dark Neon Theme with glowing red and blue visual elements.

Modern and professional aesthetic, likely customized for storytelling and visual impact.

Consistent visual style enhances readability and engagement.



Summary

This Power BI dashboard effectively summarizes complex sales data into clear, interactive visuals and KPIs, making it ideal for stakeholders to monitor performance, identify trends, and make data-driven decisions.

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