CAPSTONE PROJECT:
SALES DATA INSIGHTS DASHBOAD

Instruction

Create a visually engaging Power BI Dashboard consisting of four report pages: **Summary, Products, Customers, and Sales Orders.** Feel free to be creative with the design and selection of charts, ensuring that they effectively convey the underlying data. The data to be visualized on each report page are as follows:

Report Page: Summary

- **Key Performance Indicators (KPIs):**
  Completed Sales
  Total Units Sold
  Unique Orders
  Total Customers
  Total Products
  Average Sales per Day

- **Chart:** Sales by Channels
  Visualize sales distribution across different channels using an appropriate chart type. (e.g., a bar chart or pie chart).

- **Chart:** Sales Completed by Date
  Track the progress of completed sales over time with a line chart or area chart.

- **Chart:** Sales by Product Description
  Showcase the contribution of different products to overall sales using a bar chart or stacked column chart.

  The Summary Page should allow users to slice the data by Year and Month to gain insights into specific time periods.

Report Page: Products

- **Chart:** Total Product Units Sold by Date per Channel (Jan 2015 – Jan 2016)
  Illustrate the trend of units sold for each channel over a specific period, utilizing a line chart or an area chart.

- **Chart:** Sales by Product Description
  Display sales performance across different products.

- **Chart:** Average Sales per Day by Date
  Visualize the average daily sales using a line chart or a column chart.

- **Chart:** Average Units Sold per Day by Date
  Demonstrate the average number of units sold per day with a line chart or a column chart.

- **Chart:** Total Sales by Warehouse
  Compare sales figures across different warehouses using a stacked column chart or a geographic map.

The Products Page should allow users to slice the data by Month to focus on specific time periods.

Report Page: Customers

- **Key Performance Indicators (KPIs):**
  Total Completed Sales
  Total Units Sold
  Unique Orders

- **Chart:** Total Units Sold by Product
  Present the distribution of units sold per product using a pie chart or a stacked column chart.

- **Chart:** Total Units Sold by Date
  Visualize the sales trend over time with a line chart or an area chart.

- **Chart:** Average Sales per Day by Date
  Show the average daily sales using a line chart or a column chart.

- **Chart:** Total Sales by Region
  Compare sales figures across different regions using a stacked column chart or a geographic map.

- Display a comprehensive table including Customer Name, Delivery Region, Completed Sales,
  Total Units Sold Display a table summarizing customer-specific details, including name, delivery
  region, completed sales, and total units sold.

  The Customers Page should allow users to slice the data by Year and Month for detailed analysis.

Report Page: Sales Orders

- **Chart:** Sales by Customer Name
  Analyze sales performance for individual customers using a bar chart or a donut chart.

- **Chart:** Sales by Products
  Compare sales figures across different products using a horizontal bar chart or a treemap.

- **Chart:** Sales by Delivery Region
  Visualize sales distribution across various regions using a stacked column chart or a geographic
  map.

- **Chart:** Sales by Channels
  Illustrate sales performance across different channels using a bar chart or a stacked column chart.

- Display a comprehensive table including order-specific details such as order date, customer name,
  warehouse code, customer type, delivery region, completed sales, total units sold, product
  description, and order status.

  The Sales Orders Page should allow users to slice the data by Year and Month to gain insights into
  specific time periods.

Notes

- You have the freedom to design the dashboard creatively and choose appropriate charts that effectively represent the underlying data.
- Make sure the charts you select align with the purpose of visualizing the data.
- Utilize logos, icons, and visuals to enhance the overall presentation.
- You have a two-week timeframe to complete this capstone project.