

# Power BI Dashboard

Create a **drug** sales dashboard using the data you have downloaded with the below instructions

# Dashboard 1:

*(Top/Bottom Analysis)*

## Covered Topics:

### **1. Overall Sales Metrics**

- *Quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin with comparing current month vs previous month*

### **2. Performance of Top and Bottom Drugs:**

- *Identification of dynamic top drugs by Different Measures and the percentage contributions*

- *Overview of the Dynamic Top and underperforming customers by Different Measures and the percentage contributions*

# Dashboard 2:

*(Customer Analysis)*

## Covered Topics:

### **1. Customer Demographics and Sales Distribution:**

- *Total number of customers and average revenue per customer.*
- *Revenue distribution by country and key statistics on buyer type.*

### **2. Revenue by Demographics:**

- *Breakdown of revenue by gender and age group.*

### **3. Geographical Insights:**

- *Highlighting the revenue share from top 2 countries*

# Dashboard 3:

*(Trend Analysis)*

## Covered Topics:

### **1. Revenue and Transaction Trends:**

- *Yearly and quarterly revenue trends.*
- *Number of transactions and total revenue (KPI).*

### **2. Month-over-Month Revenue Changes:**

- *Detailed analysis of revenue changes for each month (Monthly Trend).*

### **3. Weekday Sales Analysis:**

- *Breakdown of revenue by weekdays and identification of top drugs sold per day.*

**Data with Decision**