

Building a Sales Performance Dashboard

An Interactive Power BI Solution for Strategic Sales Analysis

The Business Challenge



Lack of Centralized Insights

The company needed a unified view of sales and profitability across different regions, products, and time periods to make informed strategic decisions.



The Goal: To build a comprehensive, interactive dashboard that serves as a single source of truth for sales leaders and executives.



The Objective: To enable deep-dive analysis of revenue, profitability, and sales trends to identify growth opportunities and potential risks.

My Process: From Data to Dashboard

I followed a structured analytical process to transform raw, multi-source data and predictive insights from Python into a polished and powerful analytical tool.



1. Data Modeling

Built a robust data model in Power BI, integrating sales data with **product classifications (A, B, C)** from a Python model.



2. Advanced Analytics

Integrated **time series forecasts** from a Python analysis to create forward-looking views and "what-if" scenarios.



3. UI/UX Design

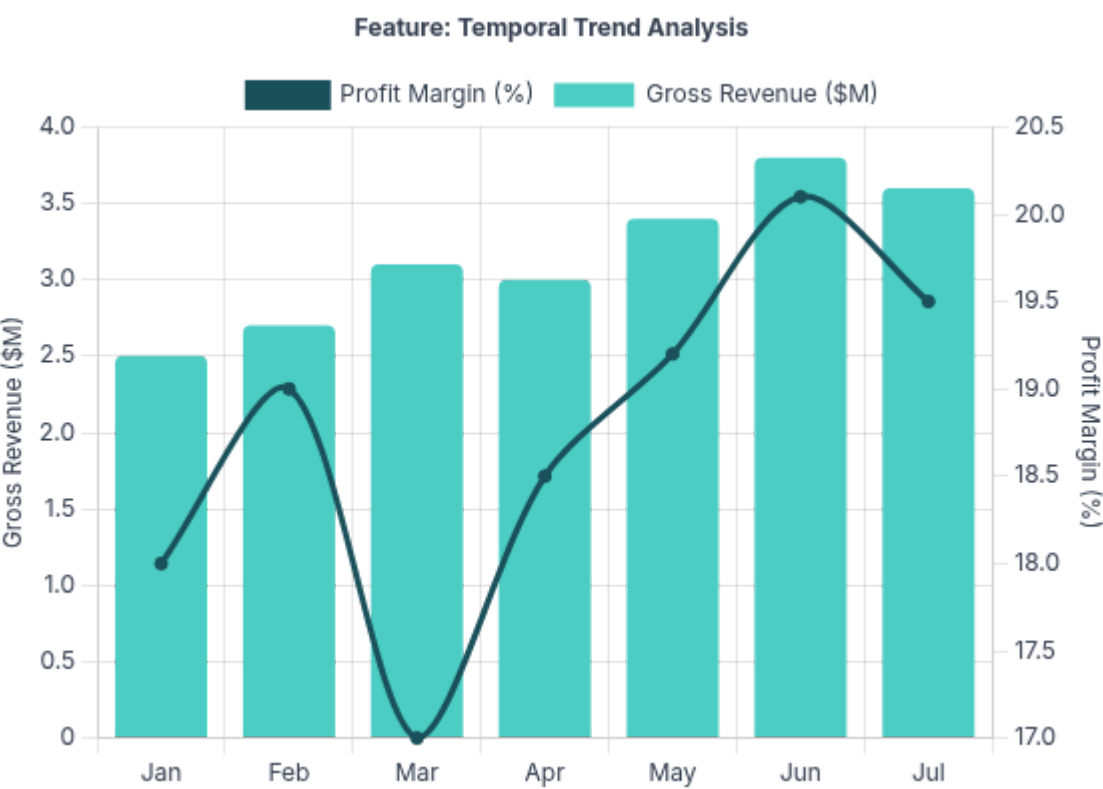
Designed a clean, intuitive, and multi-page layout with a professional color scheme to ensure the dashboard is easy to navigate.



4. Interactivity

Implemented a full range of slicers and filters to allow users to dynamically explore and segment the data.

Key Dashboard Features I Implemented



Multi-Dimensional Analysis

The dashboard provides a 360-degree view of business performance, allowing stakeholders to analyze data across several key dimensions.

- ✓ **Predictive Forecasting:** Integrated future sales projections from a Python time series model, allowing for proactive planning.
- ✓ **ABC Product Classification:** Enabled filtering and analysis based on product importance (Class A, B, C) derived from a Python classification model.
- ✓ **Temporal Trend Analysis:** A combination chart tracks historical revenue and profit margin over time, making it easy to spot seasonal trends.

View the Live Dashboard

This infographic provides a summary of the project. The full, interactive Power BI dashboard is available for exploration.

[Open Interactive Dashboard](#)