DATA VISUALISATION

✅ Question 1

On which days of the week are total sales the highest?


Sum of Total Sales by DayName
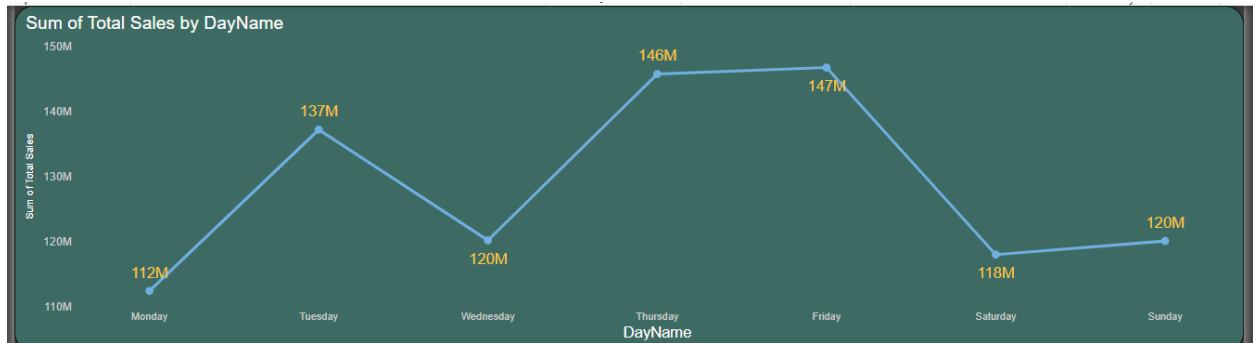
Insight:

The chart clearly shows that **Thursday** and **Friday** are the days with the highest total sales. This suggests that customer purchasing activity increases towards the end of the work week. Businesses can consider running special promotions or restocking efforts during these days to maximize revenue.

✅ Question 2:

How do total sales fluctuate throughout the month?

Sum of Total Sales and Sum of Units Sold by Day
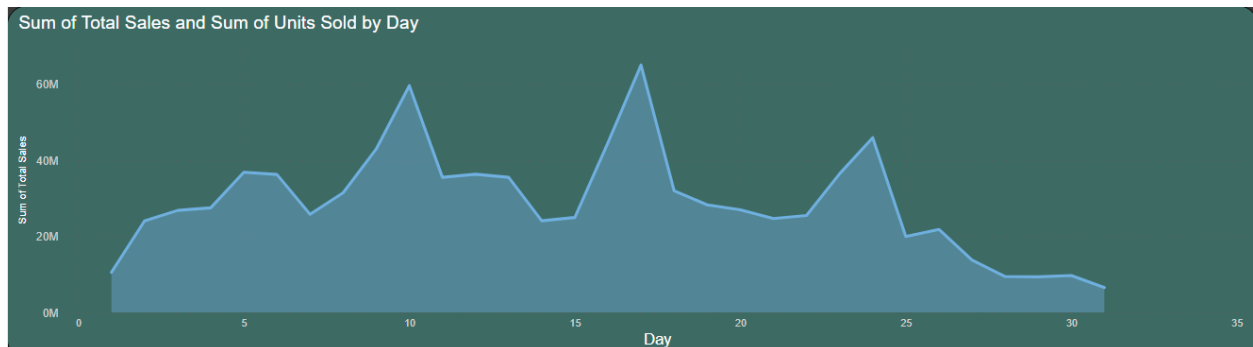
Insight:

Sales activity shows a **gradual increase in the first 10 days**, reaching the **second-highest peak on Day 10**. After a brief dip, sales **peak again on Day 17**, marking the **highest point** of the month. Following this, sales show slight fluctuations and a **modest increase around Day 24**, before steadily **declining towards the end of the month**.

This pattern suggests mid-month (around Days 10 and 17) is the most active sales period. The end-of-month dip could indicate either reduced customer engagement or inventory constraints, prompting a need to explore restocking strategies or end-of-month campaigns.

✅ **Question 3:**

How does Operating Profit vary across quarters from 2020 to 2021?
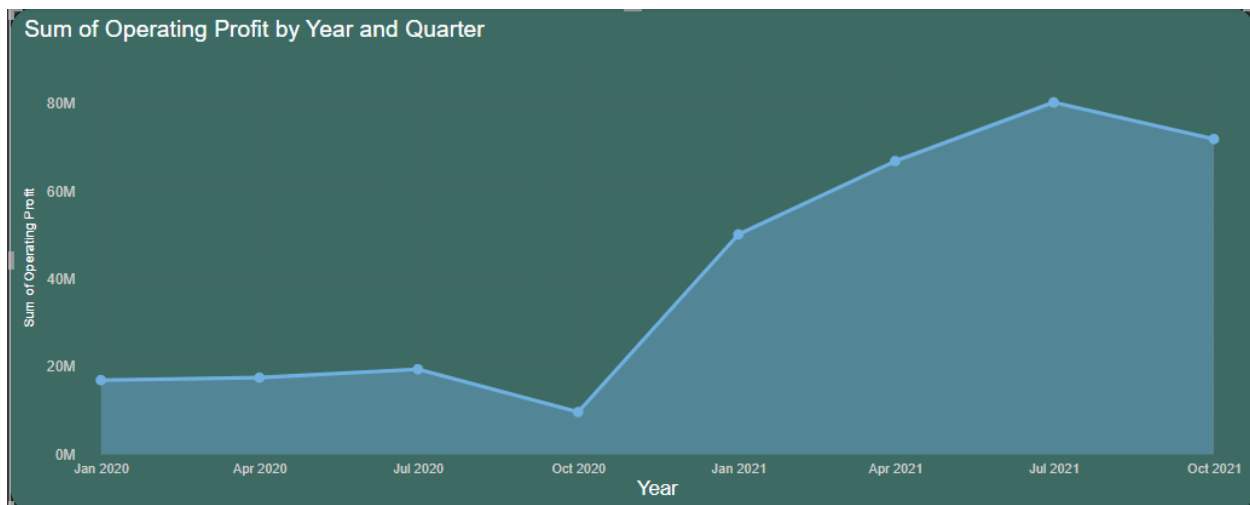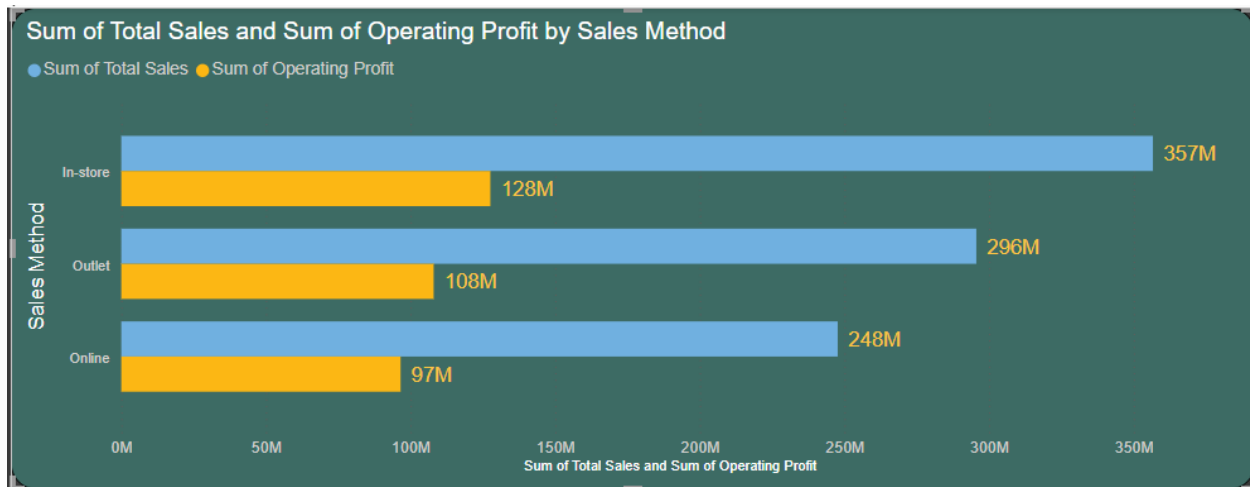

Insight:

In **2020**, operating profit started low and **gradually increased through Q3**, indicating recovery or initial growth phases. However, **Q4 of 2020 saw a decline**, potentially due to seasonal or operational factors.

Moving into **2021**, a **significant rise in operating profit** is observed, especially in **Q2 and Q3**, reflecting strong business performance or improved strategies. Although there was a **slight dip in Q4 2021**, the overall trend shows a **year-on-year improvement** in profitability.

This suggests that while early 2020 was slow (possibly due to external market conditions), the business showed strong growth in 2021, with only minor fluctuations towards the year-end.

✅ **Question 4:**

How do different sales methods compare in terms of Total Sales and Operating Profit?

Sum of Total Sales and Sum of Operating Profit by Sales Method
● Sum of Total Sales ● Sum of Operating Profit

Sales Method		
In-store	128M	357M
Outlet	108M	296M
Online	97M	248M

Sum of Total Sales and Sum of Operating Profit
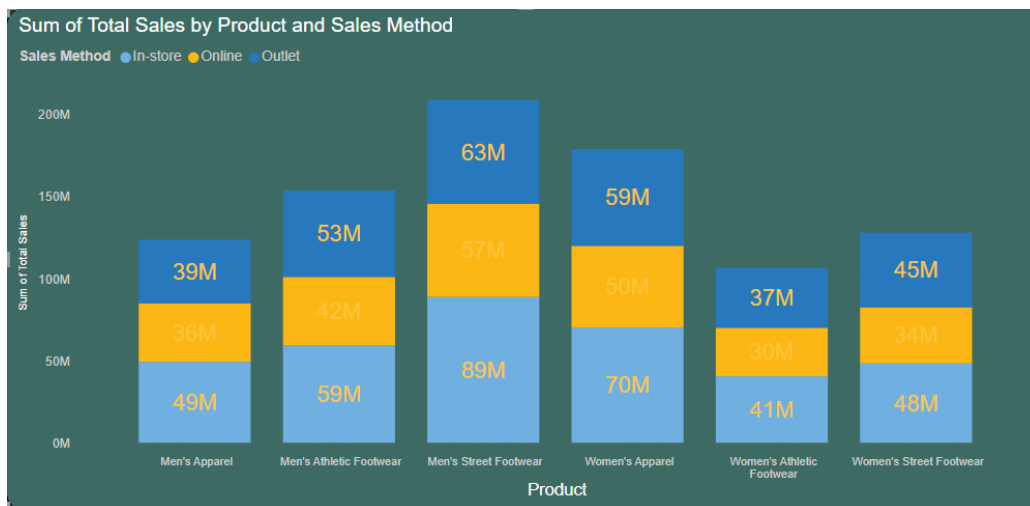0M 50M 100M 150M 200M 250M 300M 350M

Insight:

The chart shows a **clear dominance of the In-Store sales method**, which generated both the **highest sales and the highest profit** among all channels. In contrast, the **Online channel** recorded the **lowest performance**, with a difference of nearly **100 million in sales** and **30 million in profit** compared to In-Store.

This indicates that In-Store remains the most effective sales method for the business. However, the underperformance of the Online channel presents a potential area for **growth and optimization**, especially in a market that is increasingly shifting towards digital platforms.

✅ **Question 5:**

How do different products perform in terms of total sales across various sales methods?

Sum of Total Sales by Product and Sales Method
Sales Method ● In-store ● Online ● Outlet

| Product	Men's Apparel	Men's Athletic Footwear	Men's Street Footwear	Women's Apparel	Women's Athletic Footwear	Women's Street Footwear
In-store	39M	53M	63M	59M	37M	45M
Online	36M	42M	57M	50M	30M	34M
Outlet	49M	59M	89M	70M	41M	48M

Insight:

- **Men's Street Footwear** has the **highest total sales**, with **In-store sales contributing the most** (89M), followed by **Outlet (57M)** and **Online (56M)**.

- **Women's Apparel** also performs strongly, especially **In-store (70M)**, indicating it's a high-performing category for physical retail.

- **Men's Apparel and Women's Street Footwear** show balanced performance across all three methods.

- **Online sales** are consistently **the lowest contributor** across all product categories, suggesting either **lower online engagement or marketing focus**.

- The **Outlet channel** shows consistent middle-tier performance across categories.

This visualization highlights that product sales heavily depend on **sales method**, with **In-store consistently leading**, especially for **footwear and women's apparel**, pointing to opportunities in boosting **online visibility and promotions**.

✅ **Question 6:**

How do different products perform in terms of Total Sales and Operating Profit?
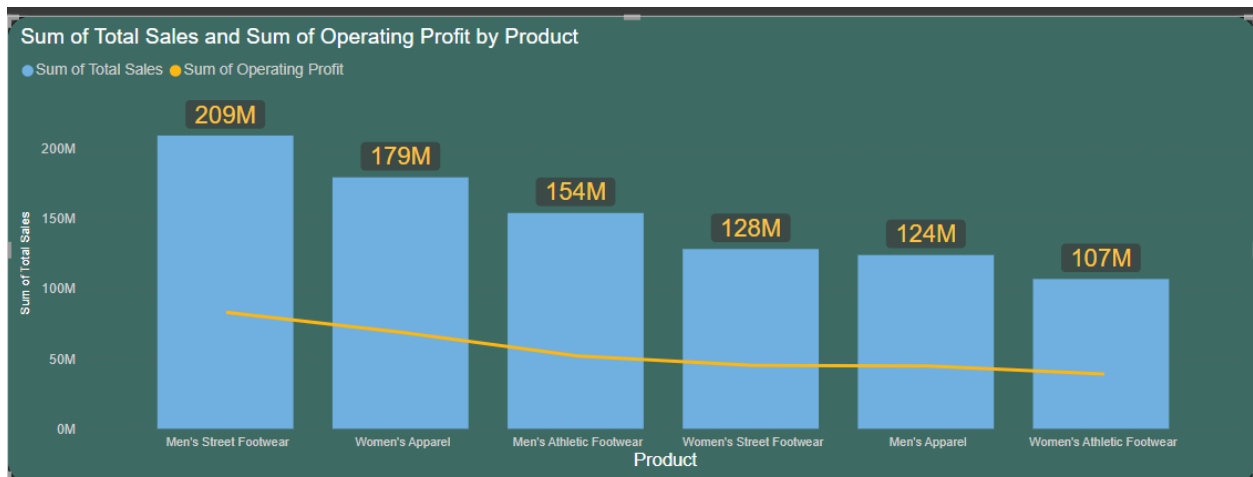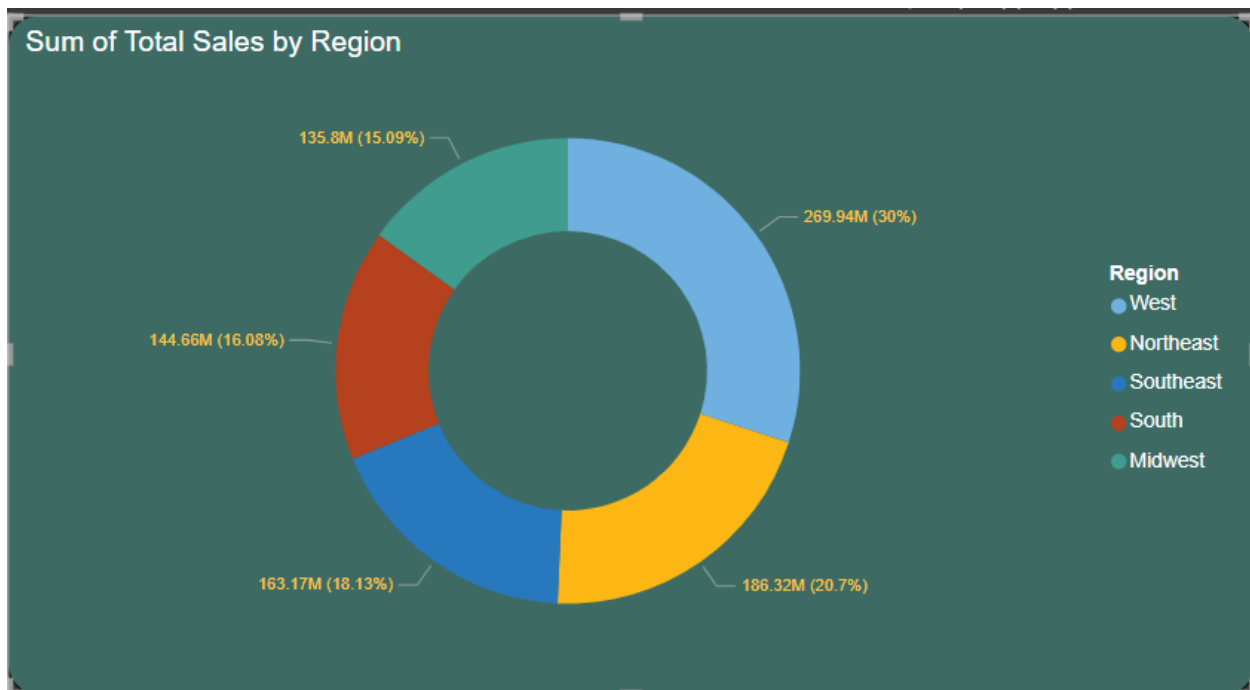

Insight:

- **Men's Street Footwear** leads in total sales (**209M**) but has a **moderate operating profit**, suggesting high revenue but potentially higher costs.

- **Women's Apparel** follows with **179M** in sales and slightly better profit efficiency than Men's Street Footwear.

- As we move to **Women's Athletic Footwear**, total sales drop to **only 107M**, and the **operating profit line continues to decline**, highlighting poor profit performance for this category.

- There is a **clear downward trend** in operating profit from left to right, indicating that while product sales may be relatively strong, **profitability is not necessarily aligned**.

This chart emphasizes the need to not just focus on sales volumes but also to optimize **product-level margins**. Particularly, **Women's Athletic Footwear** may require a pricing or cost review, whereas **Men's Street Footwear** could be re-evaluated for profitability optimization.

✅ **Question 7:**

Which region contributes the most to total sales?

Insight:

- The **West region** leads significantly, contributing **30% of total sales** (≈ 269.94M), making it the most profitable region overall.

- The **Northeast** follows with **20.7%** (≈ 186.32M), and **Southeast** with **18.13%** (≈ 163.17M).

- The **South** and **Midwest** regions trail behind at **16.08%** (≈ 144.66M) and **15.09%** (≈ 135.8M), respectively.

This distribution shows a strong **regional imbalance**, with **West and Northeast dominating sales**, while **South and Midwest present opportunities** for improvement through targeted marketing or operational changes.

📊 **Dashboard Overview – Sales Performance Analysis**

✅ **Objective of the Dashboard:**

The primary goal of this Power BI dashboard is to provide a **comprehensive overview of the company's sales performance**, broken down by **time, region, product category, and sales method**. It enables quick, data-driven insights for executives and managers to:

- Understand revenue and profit drivers

- Evaluate product and regional performance

- Optimize channel strategies

- Support decision-making with visual, interactive elements
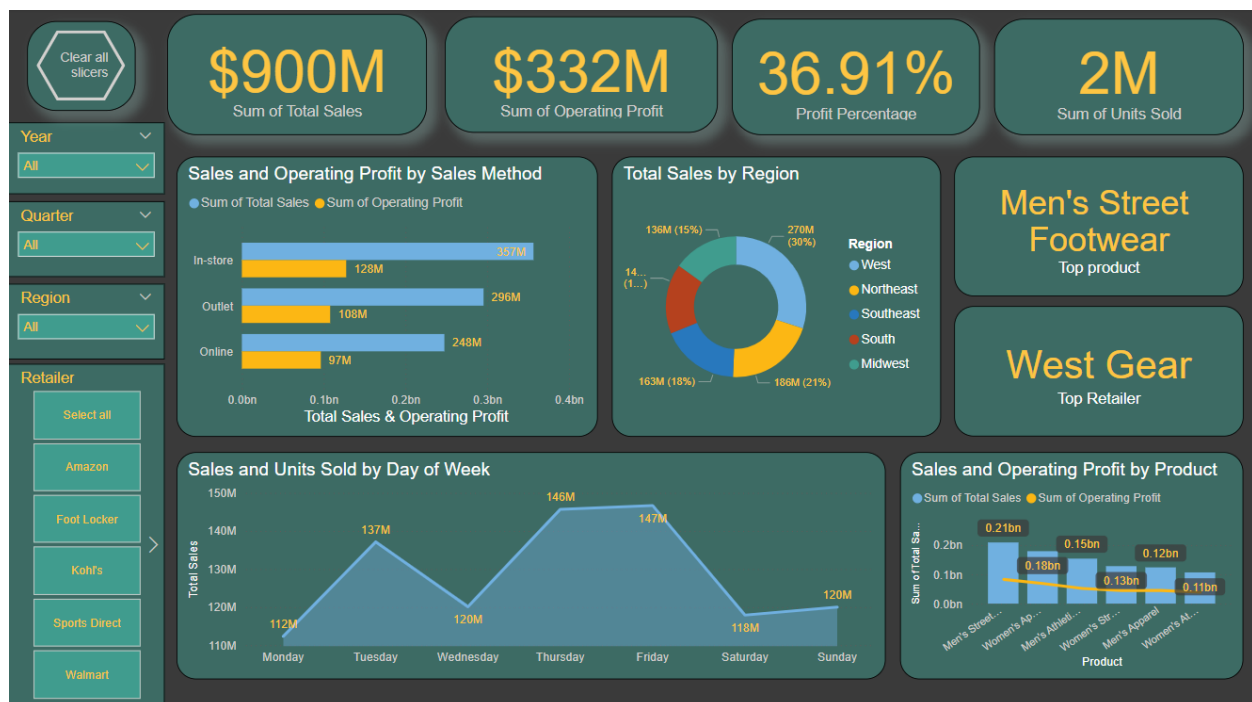
🧩 **Why I Designed This Layout**

This layout was chosen to keep all **key metrics at the top**, followed by **detailed breakdowns** below for deeper analysis. The dashboard combines **KPI indicators, pie/donut charts, line**

graphs, and bar charts to represent the data in multiple perspectives while maintaining readability and interactivity.

◆ **Visual Breakdown & Justification**

1. KPI Tiles (Top Row)

- **Total Sales ($900M)**

  ➤ Shows the overall revenue, the primary performance measure.

- **Operating Profit ($332M)**

  ➤ Indicates net earnings, essential for profitability assessment.

- **Profit Percentage (36.91%)**

  ➤ Useful for margin tracking across time and categories.

- **Units Sold (2M)**

  ➤ Helps track volume and demand across regions and categories.

📌 These KPIs offer a quick-glance summary for any stakeholder.

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2. Sales & Operating Profit by Sales Method (Bar Chart)

➤ Compares revenue and profitability across **In-store, Outlet, and Online** channels.
✓ Helps in **channel strategy planning** — where to invest, scale, or improve.

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3. Total Sales by Region (Donut Chart)

➤ Breaks down sales across **West, Northeast, Southeast, South, and Midwest** regions.
✓ Useful for **geographic targeting, logistics, and market penetration** strategies.
✓ Visually intuitive to identify strongest and weakest areas.

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4. Top Product & Top Retailer (Cards)

➤ Displays:

- **Top Product**: Men's Street Footwear

- **Top Retailer**: West Gear
  - ✔ Identifies which product drives the most revenue and through which partner.
  - ✔ Helps shape **product prioritization and retailer relationship management**.

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5. Sales and Units Sold by Day of Week (Line Chart)

➤ Analyzes trends in sales volume and quantity sold **across weekdays**.

✔ Helps plan **stocking, campaigns, and operational shifts** (e.g., Thursdays & Fridays see higher sales).

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6. Sales & Operating Profit by Product (Clustered Column & Line Chart)

➤ Reveals which **products** generate the most revenue and profit.

✔ Aids in **SKU-level analysis**, pricing decisions, and product line optimization.

🎯 Why This Dashboard Matters

- Provides a **360° view** of business health (Sales, Profit, Units, and Channel Performance).

- Makes data **accessible, interactive, and actionable**.

- Reduces reliance on static reports — empowers real-time decision-making.

- Can be customized easily with slicers (Year, Quarter, Region, Retailer) for **dynamic exploration**.

🗣 Conclusion

This dashboard was created to simplify complex sales data into a format that supports **strategic business decisions**. Every chart was carefully selected based on what question it answers, ensuring that the final result is not just visually appealing but also **highly functional and insight-driven**.