Business Performance Overview – Power BI Report

Project Overview

This Power BI dashboard delivers a comprehensive analysis of company sales, profit, customer segments, and regional distribution over a four-year period (2017–2020). It combines executive KPIs with product-level deep dive insights, highlighting key trends, return behaviors, and discount impacts across categories and regions.

Key Insights

- **Total Sales**: 2M
- **Total Profit**: 283K
- **Total Orders**: 4117
- **Profit Margin**: 12%
- **Returned Orders**: 118
- **Return Rate**: 3%
  -

Dashboard Features

- **Time-Series Trends**:
  Visualizes total sales, profit, and profit margin from 2017 to 2020, segmented by customer types (Consumer, Corporate, Home Office).
- **Regional Sales Analysis**:
  Breaks down revenue and profit contributions by Central, North, and South regions using maps and stacked charts.
- **Product Performance Deep Dive**:
  - Top products by sales and profit
  - Most returned products identified by order count
- **Return Insights**:
  - Sold vs Returned order distribution
  - Return rates by product category (Furniture, Technology, Office Supplies)
- **Discount Impact Study**:
  - Scatter plot showing the relationship between discount percentages and profit
  - Average discount rates analyzed by product categories
- **Interactive Filters**:
  - Segment, Region, Category, Sub-Category, and Return Status for dynamic data slicing

Tools & Technologies

- Power BI Desktop
- DAX for custom KPI calculations
- Data source embedded within the .pbix file

Business Performance Overview

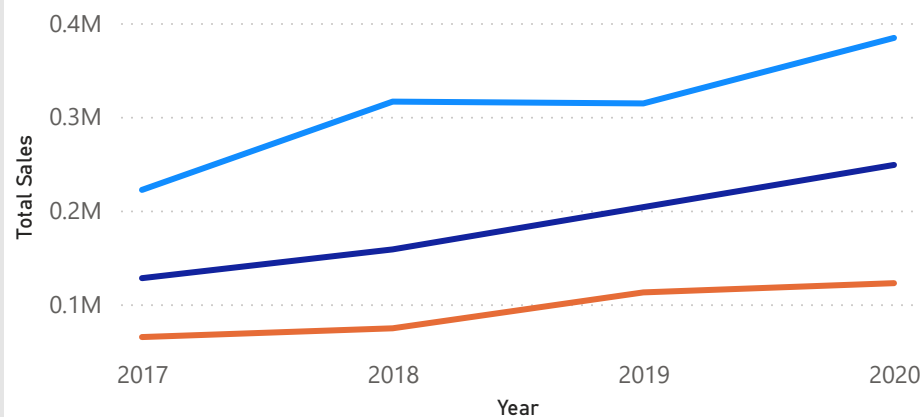| 2M	283K	4117	0.12	118	0.03
Total Sales	Total Profit	Total Orders	Profit Margin %	Returned Orders	Return Rate %

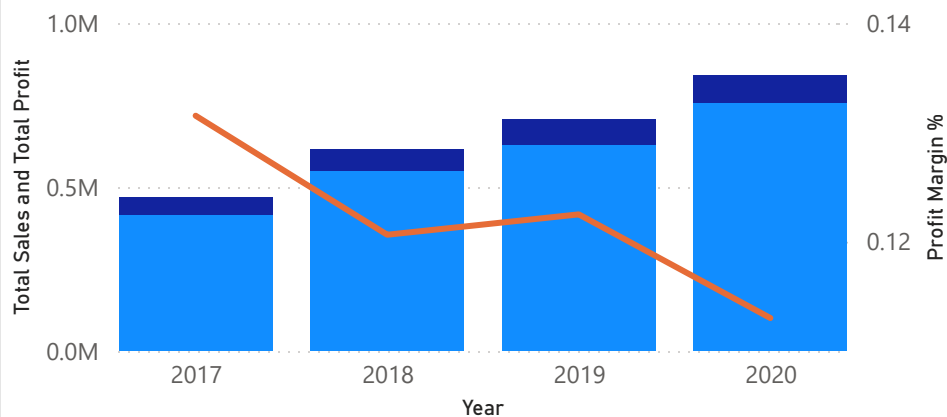## Order Date

1/1/2017	12/31/2020

Yearly Total Sales by Customer Segment

Segment ● Consumer ● Corporate ● Home Office

Sales Distribution by Region and Segment

● Total Sales ● Total Profit ● Profit Margin %

Filters

Segment
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Region
- ☐ Central
- ☐ North
- ☐ South

Return Status
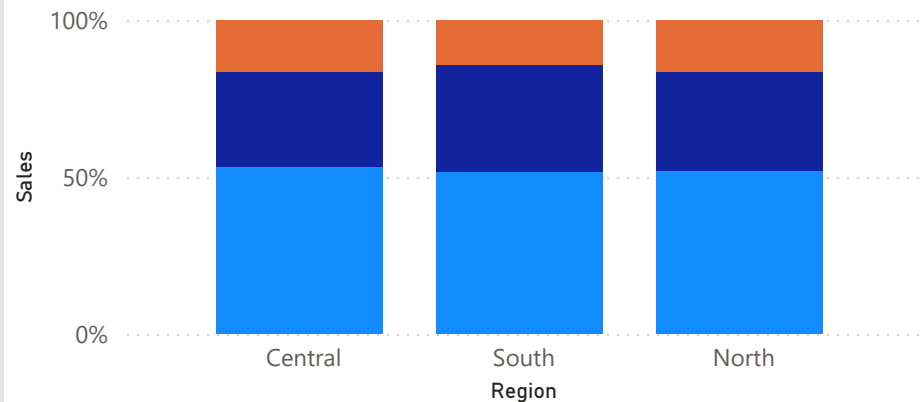- ☐ Returned
- ☐ Sold

Category
- ☐ Furniture
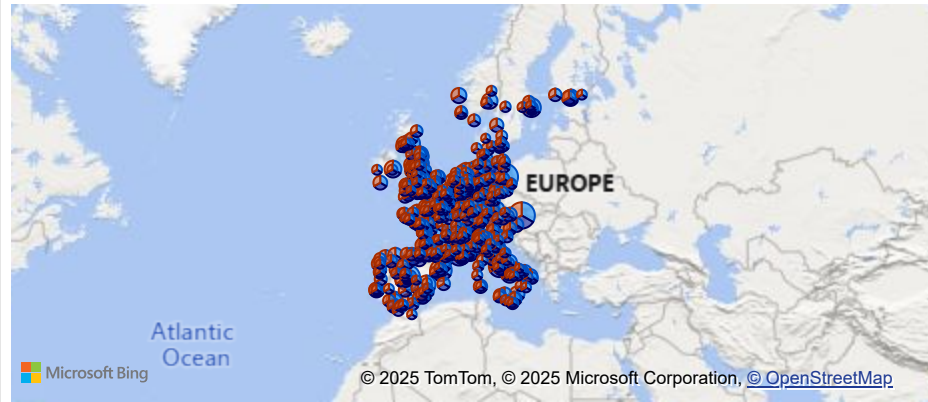- ☐ Office Supplies
- ☐ Technology

Clear all Filters

Sales, Profit & Margin Trends (2017-2020)
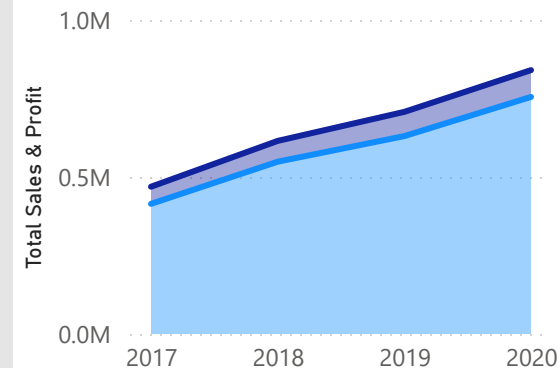
Segment ● Consumer ● Corporate ● Home Office

Sales Density Map by Region
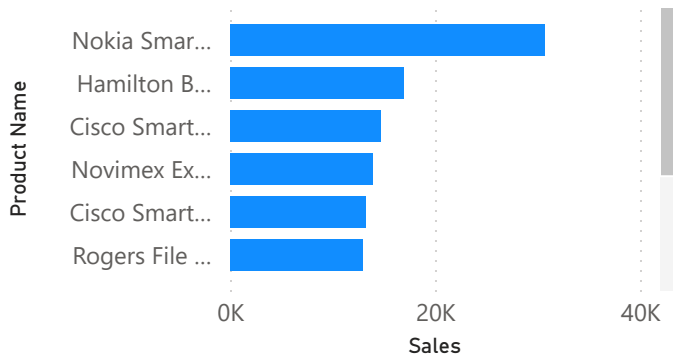
Region ● Central ● North ● South

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Microsoft Bing

Total Sales & Profit by Time

● Total Sales ● Total Profit

Product & Return Analysis

Top Products by Sales

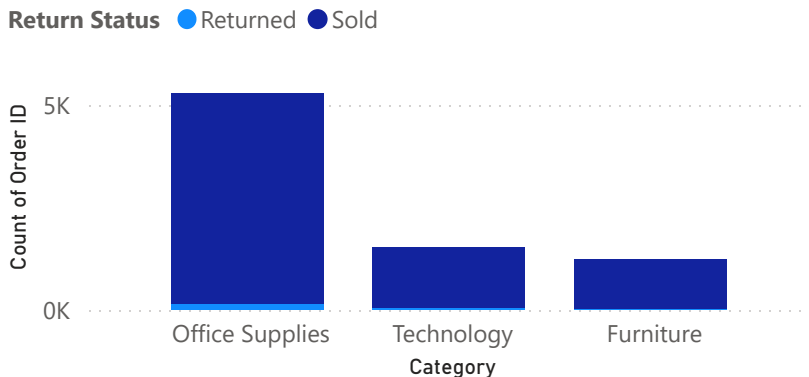Product Name (y-axis): Nokia Smar..., Hamilton B..., Cisco Smart..., Novimex Ex..., Cisco Smart..., Rogers File ...
Sales (x-axis): 0K, 20K, 40K

Top Products by Profit

Product Name (y-axis): Nokia Smart Ph..., Hoover Stove, ..., Hamilton Beac..., SAFCO Executi..., Safco Classic B..., Cisco Smart Ph...
Profit (x-axis): 0K, 5K
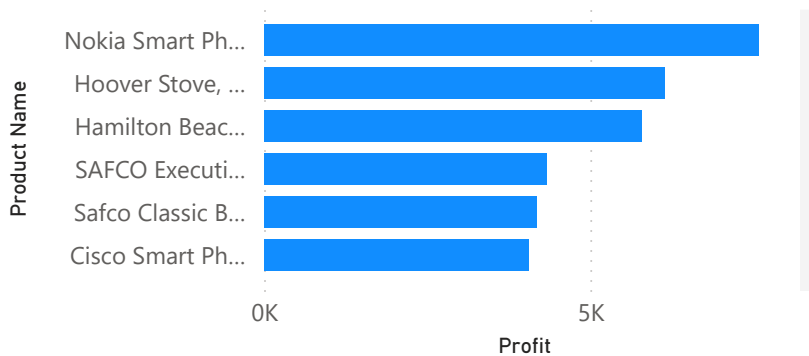
Top Returned Products by Orders
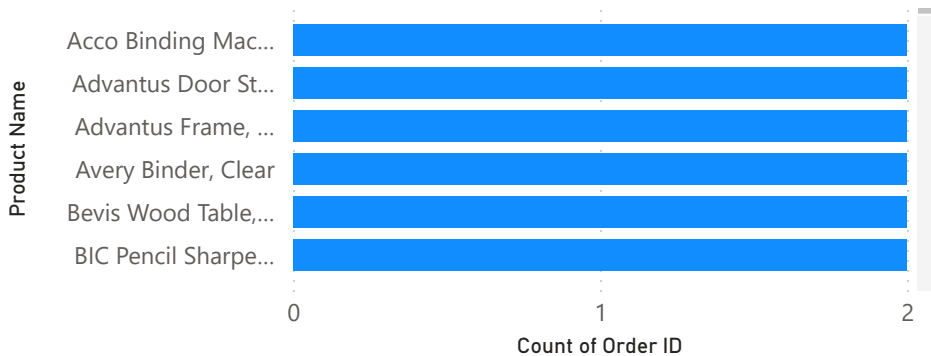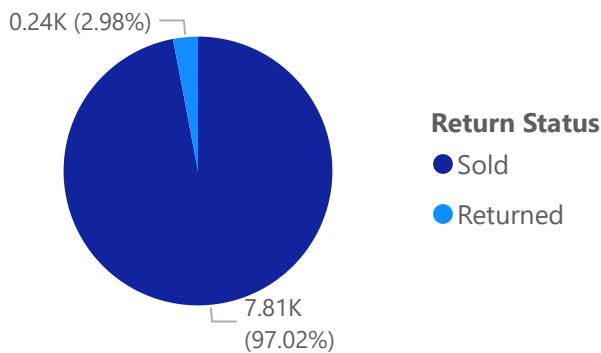
Product Name (y-axis): Acco Binding Mac..., Advantus Door St..., Advantus Frame, ..., Avery Binder, Clear, Bevis Wood Table,..., BIC Pencil Sharpe...
Count of Order ID (x-axis): 0, 1, 2

Return Status

0.24K (2.98%)
7.81K (97.02%)

Return Status
- Sold
- Returned

Return Rate by Category

Return Status: ● Returned ● Sold

Count of Order ID (y-axis): 0K, 5K
Category (x-axis): Office Supplies, Technology, Furniture

Sales by Category

639K (27.2%)
886K (37.7...)
824K (35.07%)

Category
- Technol...
- Office S...
- Furniture

Filters

Segment
All

Region
All

Sub-Category
All

Category
All

Reset Filters
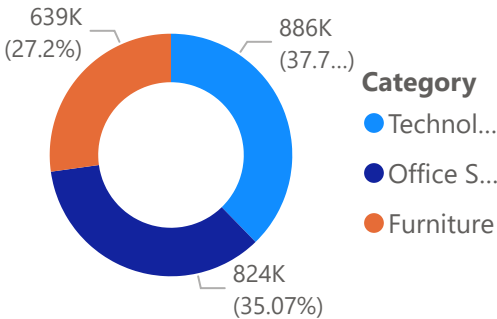
Discount, Profit and Quantity by Product

Return Status: ● Returned ● Sold

Profit (y-axis): 0K, 10K
x-axis: 0, 1, 2, 3, 4
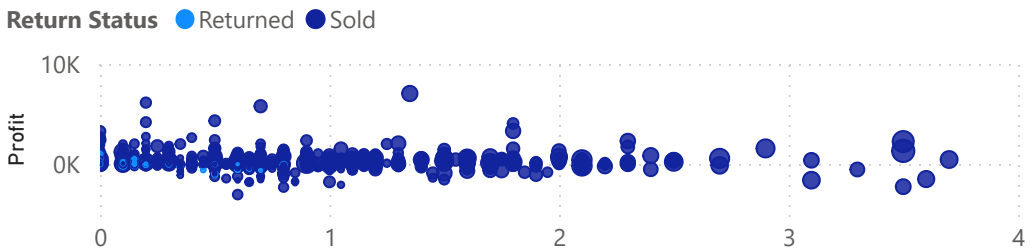
Avg Discount by Category

Category (y-axis): Furniture, Technology, Office Supplies
x-axis: 0.00, 0.05, 0.10, 0.15, 0.20