Sales Dashboard – Project Report

Created by: Nilesh Sharma

Tool Used: Power BI

Live Dashboard Link: [Click to view the live dashboard](#)

Executive Summary

The **Sales Dashboard** offers an interactive and visual overview of sales, profit, customer data, and order performance over a 5-year period (2014–2018). Designed for stakeholders and decision-makers, this report enables deep dives into KPIs across multiple filters such as month, region, shipping mode, customer type, and dimensions like segment and category. The dashboard empowers businesses to analyse trends, identify growth opportunities, and optimize strategic decisions.

Business Problem

The company required a **centralized system** to monitor and evaluate key sales metrics, including:

- Overall and segmented sales performance
- Profitability by region and product categories
- Customer order behaviour
- Impact of shipping methods on profit margins
  This dashboard solves the problem of scattered reports and manual calculations, enabling **real-time data-driven decisions**

Approach & Methodology

1. **Data Cleaning & Preparation:**
   - Processed historical sales data (2014–2018)
   - Categorized into dimensions: Region, Segment, Category, Sub-category, Ship Mode, and Customer Type
2. **Dashboard Development:**
   - Built using **Power BI**
   - Applied slicers and filters for dynamic interactivity
   - Designed intuitive layout for executive-level readability
3. **Visualizations:**
   - KPIs (Cards): Total Sales, Total Profit, Customers, Orders
   - Year Slider and Quarter Buttons for time slicing
   - Bar and Column Charts: Profit % by Region, Sales by Sub-category
   - Filter panes for deep-dive insights

Key Performance Indicators (KPIs)

Metric	Value
Total Sales	2.30M
Total Profit	286.40K
Total Customers	793
Total Orders	5009

Insights

- **West Region** had the highest profit percentage.
- **Phones and Chairs** were the top-selling sub-categories.
- Profitability varied based on **shipping mode** and **customer type**.
- Seasonal performance fluctuations observed across quarters.

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Dashboard Filters

- Month Selector
- Ship Mode (First Class, Same Day, Second Class, Standard Class)
- Select Dimensions: Region, Segment, Category
- Select Values: Total Sales, Total Profit, Profit %
- Customer Type: One-time or Repeat

Dashboard Screenshot