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Business
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PROJECT OVERVIEW



Objective: Provide a 360-degree view of business performance across key domains.



Business Domains Covered:

- Finance
- Marketing
- Sales
- Supply Chain
- Executive Performance



GOALS AND OBJECTIVES

© Goals:

- 1. Provide a 360° business view across Finance, Sales, Marketing, Supply Chain & Executive insights.
- 2. Enhance decision-making with real-time data and KPI tracking.
- 3. Streamline data processing with Power BI for efficiency and accuracy.
- 4. Improve operational efficiency by identifying trends and bottlenecks.
- 5. Enable forecasting & predictive analysis for better planning.
- 6. Ensure data accuracy & accessibility with clean, interactive dashboards.

Objectives:

- 1. Develop dashboards tailored to key business areas.
- 2. Use Power Query & DAX for data transformation & advanced calculations.
- 3. Design user-friendly, interactive visuals with dynamic insights.
- 4. Track key metrics like Net Sales, GM%, Profit%, and Forecast Accuracy.
- 5. Integrate multiple data sources for scalability and real-time updates.
- 6. Optimize reporting & sharing via Power BI Services for collaboration.



ABOUT US



Info

Download user manual and get to know the key information of this tool.



Finance View

Get P & L statement for any customer/ product/ country or aggregation of the above over any time period and More..



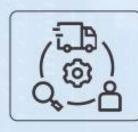
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Marketing

Analyze the performance of your Product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



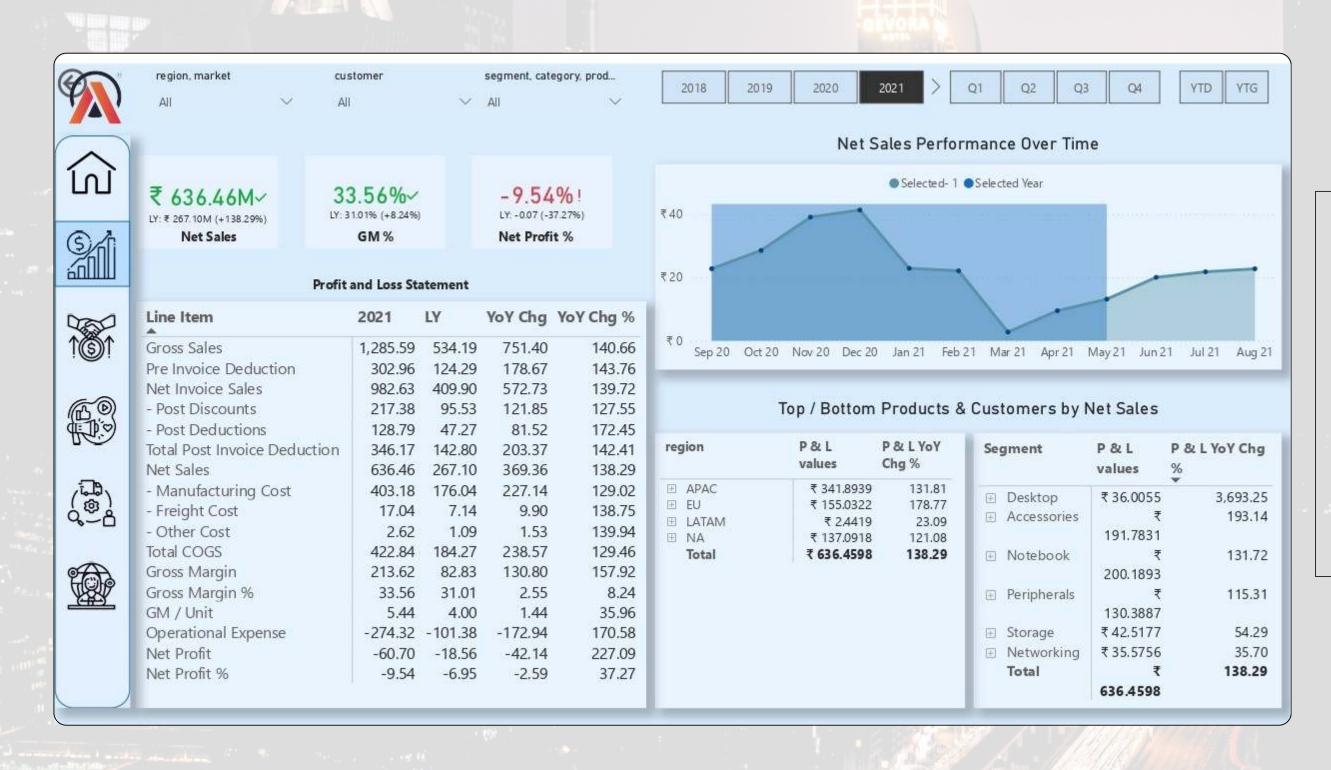
Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business. 2

Support

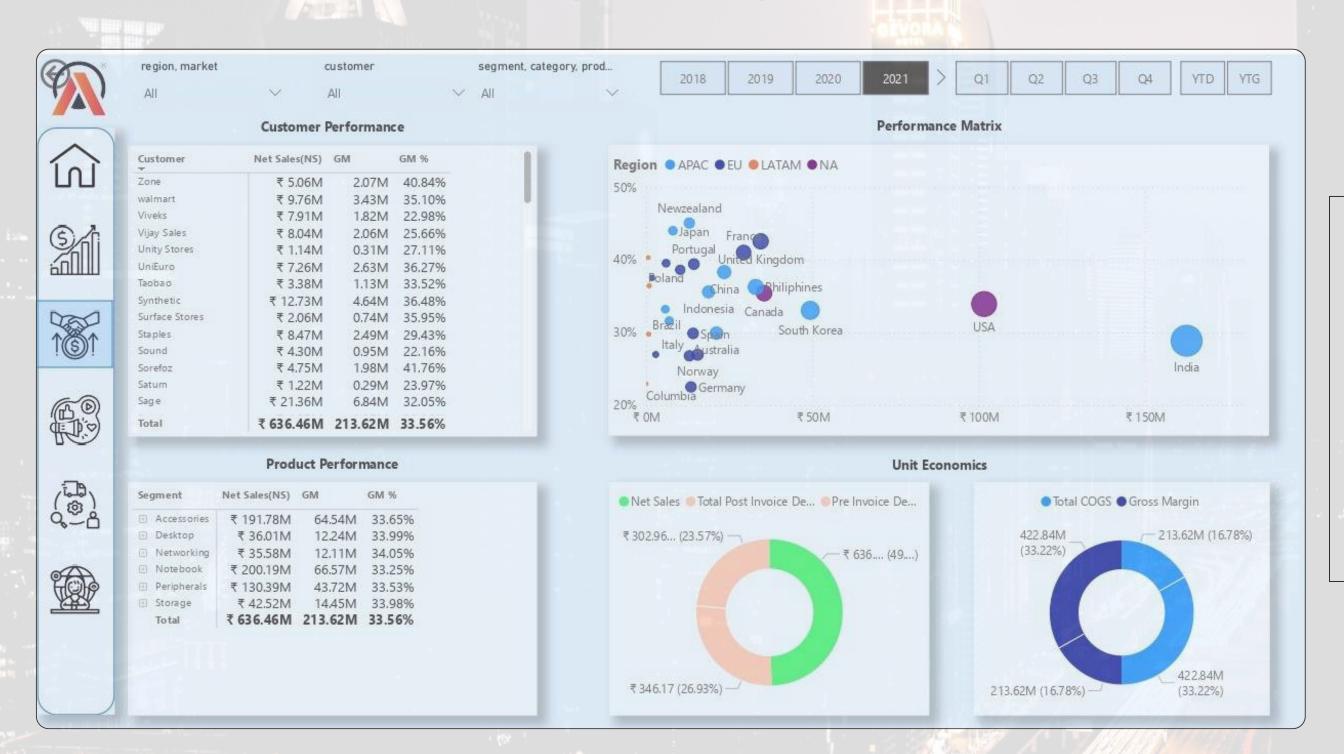
Get your **issues** resolved by connecting to our support specialist.

FINANCE VIEW



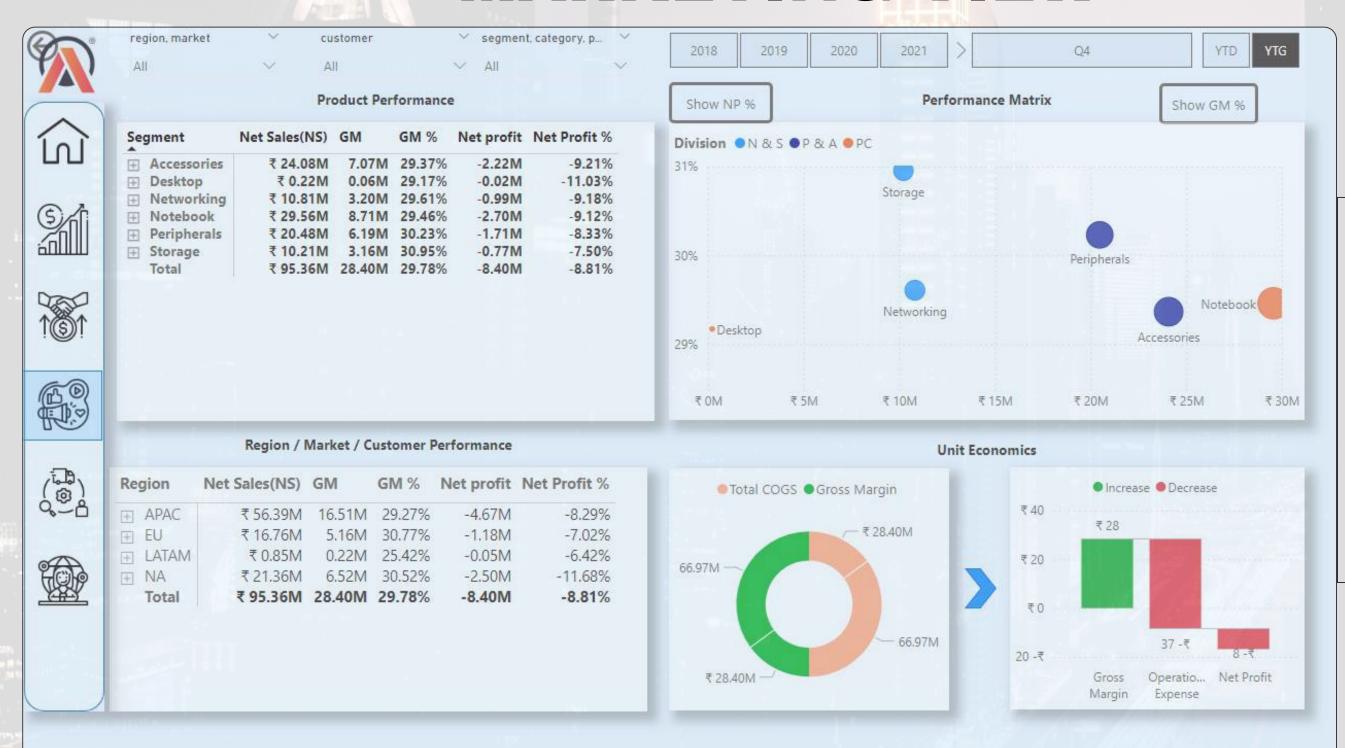
- Profit & Loss (P&L)Statements
- Top/bottom
 products &
 customers by Net
 Sales
- Net Sales trends over time
- KPIs: Net Sales,
 Gross Margin (%),
 and Net Profit (%)

SALES VIEW



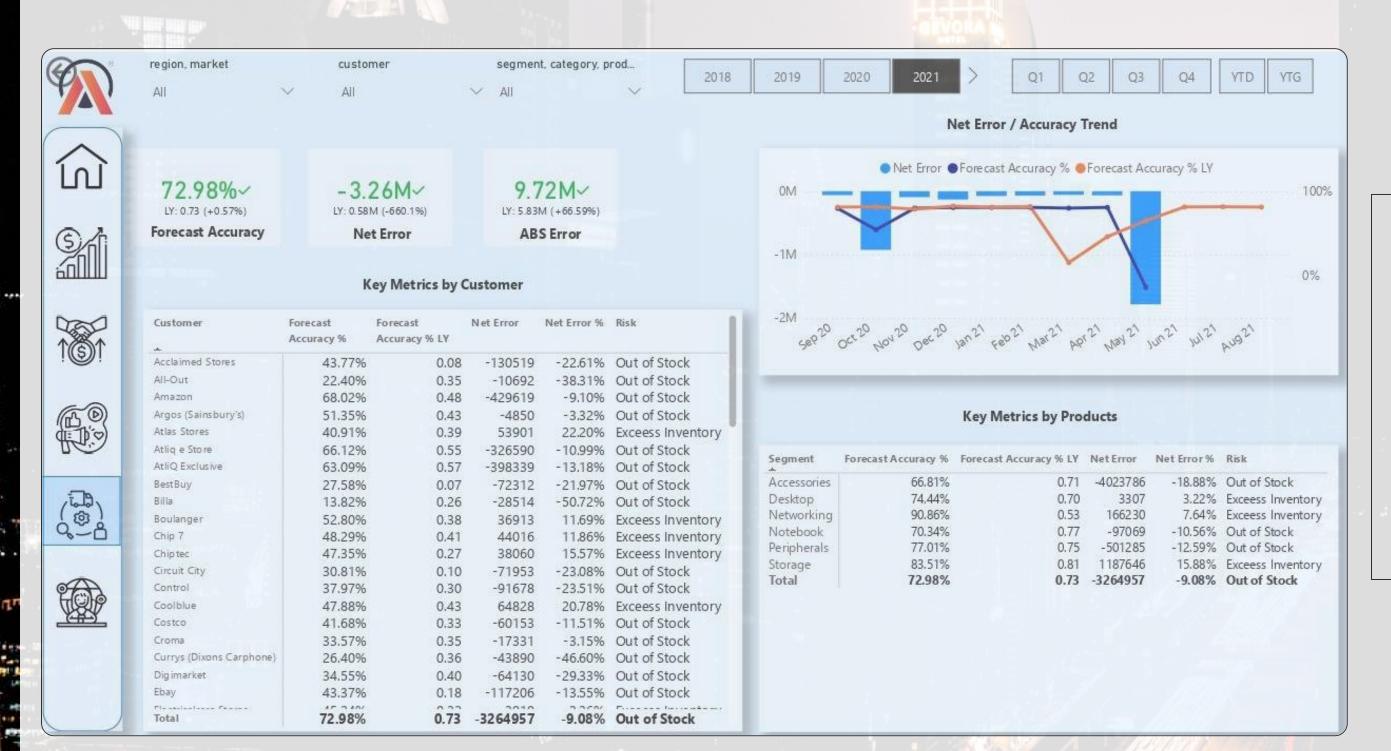
- Customer & product performance metrics
- Sales performance by region & GM%
- Unit Economics analysis

MARKETING VIEW



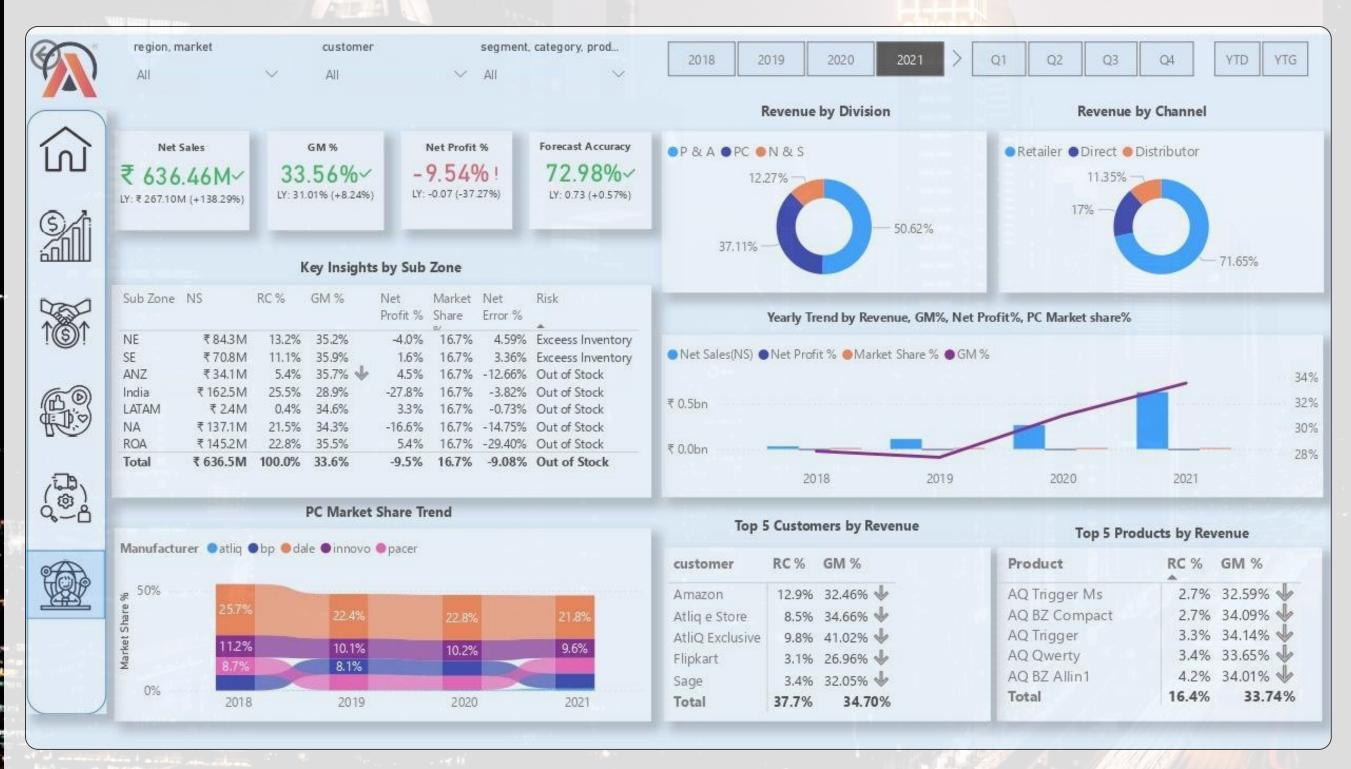
- Customer & product performance analysis
- Divisional performance metrics
- Unit Economics: COGS & Gross Margin (GM)

SUPPLY CHAIN VIEW



- Forecast Accuracy% & Net Erroranalysis
- Trends in
 Accuracy & Net
 Error for
 operational
 improvements

EXECUTIVE VIEW



- Market share trends
- Revenue distribution analysis
- Top customers/produc ts by revenue

SKILLED GAINED



- Data transformation & cleaning using Power Query
- Advanced DAX calculations & KPI metrics
- Data modeling & relationships in Power
 BI
- Dynamic visuals & conditional formatting
- Dashboard design for actionable insights
- Publishing & sharing via Power BI Services

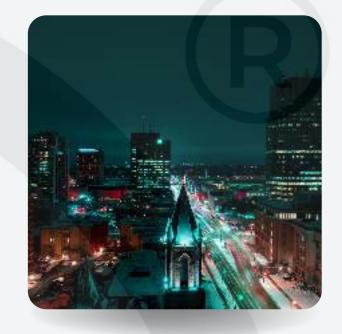
























RESOURCE PAGE







