Project Name

Sales Performance Dashboard

Project Overview:

Create a Sales Performance Dashboard to analyze

Total Sales & Revenue:

- KPI: Displays overall sales revenue, units sold and percentage growth compared to the previous period.
- Visuals: Large KPI cards, line charts to show revenue trends over time (monthly, quarterly, yearly).
- Filters: Date range selection to compare performance across specific periods.

Sales by Region or Geography:

- KPI: Sales revenue by region, country or city.
- Visuals: Geographical maps, bar charts, or heatmaps highlighting top-performing regions.
- Filters: Ability to drill down into regions to view city-level performance.

Top-Selling Products

- KPI: Displays the top products by sales volume or revenue.
- Visuals: Bar charts or treemaps to visually compare the performance of different products.
- Filters: Category-based filtering to see product performance by type.

Sales Growth & Trends Over Time

- KPI: Year-over-year (YoY), quarter-over-quarter (QoQ), or month-over-month (MoM) sales growth.
- Visuals: Line charts showing growth trends over selected time periods.
- Filters: Date range filter to visualize growth patterns over different timelines.

Sales by Category

- KPI: Breakdown of sales by different categories.
- Visuals: Stacked bar charts or donut charts to compare performance across multiple sales categories.
- Filters: Category-specific data to track and optimize category performance.

Profit Margin Analysis

- KPI: Displays overall profit margins and profit per product or region.
- Visuals: Card representation for visualizing profit distribution.
- Filters: Region, product, and time period filters to refine profit insights.

Sales Forecasting

- KPI: Future sales predictions based on historical data and trends.
- Visuals: Line charts for future sales projections with confidence intervals.
- Filters: Predictive analytics tools integrated to refine the forecast by product or region.