PRESENTATION

DASHBOARD DESIGN

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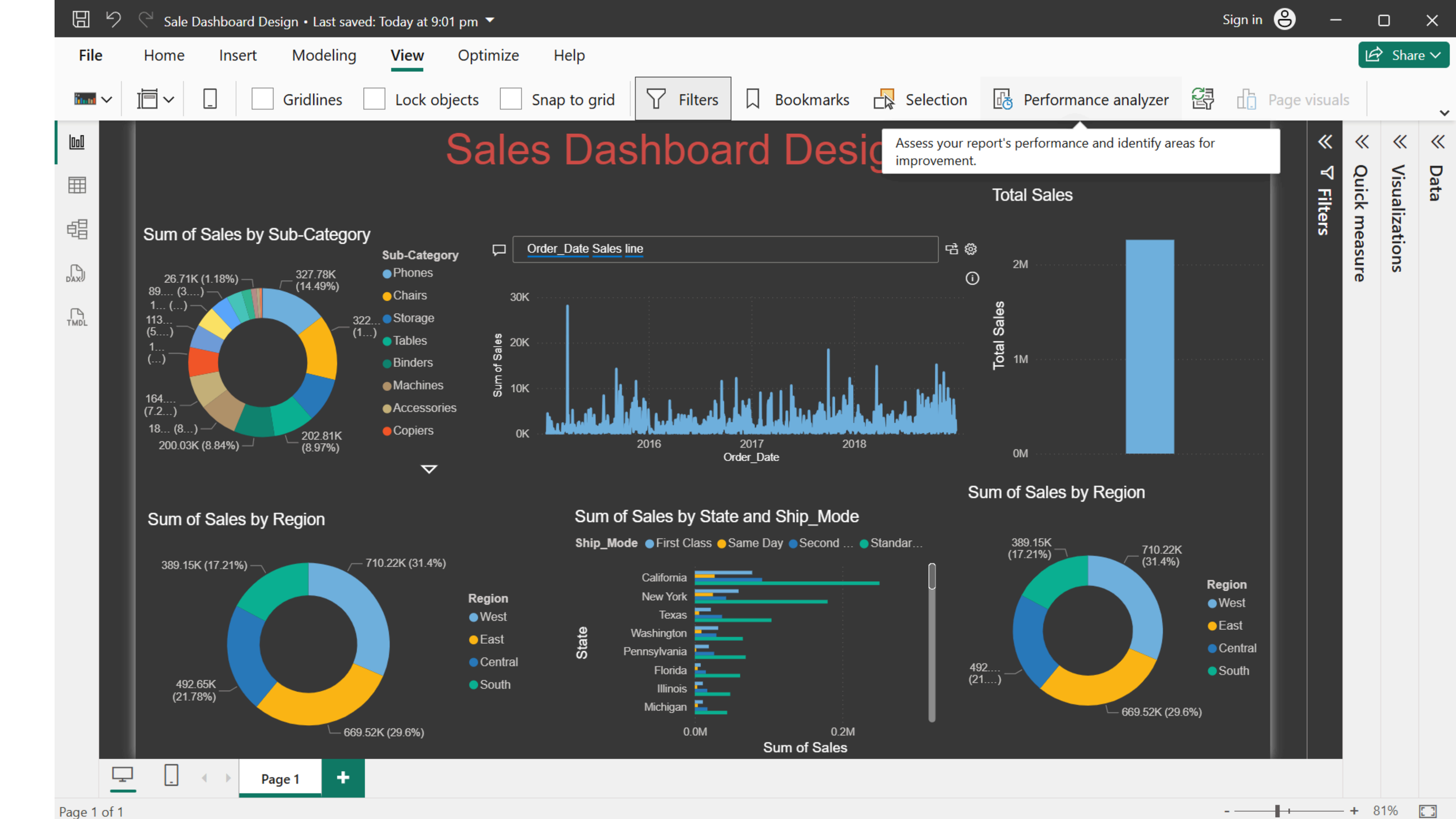
BUSINESS OBJECTIVES

- To analyze sales and profit trends across different time periods, product categories, and regions.
- To identify high-performing and underperforming products, categories, and geographies.
- To monitor key financial KPIs such as Total Sales, Total Profit, Profit Margin %, and Year-over-Year Growth.
- To enable stakeholders to make data-driven decisions using an interactive dashboard with slicers and drill-down analysis.
- To uncover relationships between discounting strategies and profitability.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Assess your report's performance and identify areas for improvement.
Sales Dashboard Desig
Sum of Sales by Sub-Category
Sub-Category
Phones
Chairs
Storage
Tables
Binders
Machines
Accessories
Copiers
26.71K (1.18%)
327.78K (14.49%)
202.81K (8.97%)
200.03K (8.84%)
Order_Date Sales line
Sum of Sales
Order_Date
Total Sales
Total Sales
Sum of Sales by Region
Region
West
East
Central
South
389.15K (17.21%)
710.22K (31.4%)
492.65K (21.78%)
669.52K (29.6%)
Sum of Sales by State and Ship_Mode
Ship_Mode
First Class
Same Day
Second ...
Standar...
California
New York
Texas
Washington
Pennsylvania
Florida
Illinois
Michigan
State
Sum of Sales
Sum of Sales by Region
Filters
Quick measure
Visualizations
Data
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81%

KEY INSIGHTS FROM DASHBOARD

- Total Sales – The company generated sales exceeding 2M+ across all categories and regions.
- Regional Performance –
- West region leads with 31.4% of total sales (710K).
- East (29.6%) and Central (21.8%) follow closely.
- South (17.2%) contributes the least, showing growth potential.
- Product Sub-Categories –
- Phones dominate sales with 327K (14.5%), followed by Chairs (202K, 8.9%) and Storage (200K, 8.8%).
- Lower-performing categories include Copiers and Machines.
- State-wise Insights –
- California has the highest sales among all states, followed by New York and Texas.
- Standard Class is the most widely used shipping mode across states.
- Trend Analysis –
- Sales show fluctuations between 2015–2018 with clear seasonal spikes, especially during year-end periods.
- Growth appears consistent over the years with rising peaks.
- Shipping Mode – Standard Class is the most preferred shipping method, while First Class and Same Day are less frequent but may be used for urgent or premium orders.