Sales Dashboard Summary

PRATHAMESH ASHOK PATIL

Dashboard Objective

01	02	03
To provide a comprehensive view of sales performance.	Identify high-performing segments, products, and regions.	Track monthly trends and return patterns.

Tools Used:
- Power BI Desktop
- Excel (for data preprocessing)

Data & KPIs

Data Sources:

- Orders, Returns, and Users sheets.

Key KPIs Used:

- Total Sales: $1.92M

- Total Profit: $224K

- Total Orders: ~1000

- Profit Margin: 11.64%

- Returned Orders: 2K

Page 1 – Overview

- KPI Cards (Sales, Profit, Orders, Returns)

- Bar Chart: Profit by Segment

- Pie/Bar Chart: Sales by Segment

- Sales Trend (Month-wise)

- Region-Segment Matrix for Sales

Insights:

- Highest profit from "Small Business"

- Corporate leads in Sales value

Page 2 – Time-Series Analysis

- Line Chart: Monthly Sales Trend (Jan–Jun 2015)

- Combined Chart: Sales vs Profit by Month

- Filters: Region, Category

Insights:

- March had highest sales (~₹390K)

- Profit growth fluctuates with sales

Page 3 – Product & Category Analysis

- TreeMap: Sales by Sub-Category

- Table: Top 10 Products by Sales

- Bar Chart: Profit by Category

Insights:

- Top contributors: Office Machines & Chairs

- Most sold item: Zoom V.92 Faxmodem

Page 4 – Returns Analysis

- Donut Chart: Return Status (Returned vs Not)

- Bar Chart: Returns by Product Category

- Table: List of Returned Products

Insights:

- Most returns from Office Supplies

- Return rate ~2.27% of total orders

Interactivity & Design

- Slicers: Region, Customer Segment, Product Category

- Buttons for navigation

- Consistent color theme

- Clear visual hierarchy and layout

Conclusion

- The dashboard helps monitor sales trends, profitability, and product performance.

- Provides valuable insights for regional and category-focused strategies.

- Interactive design allows stakeholders to drill down into metrics.

Thank You

-PRATHAMESH ASHOK PATIL