Sales Dashboard Report

1) Visualise created measures' values with cards

830
Count of orders

$1.27M
Total revenue
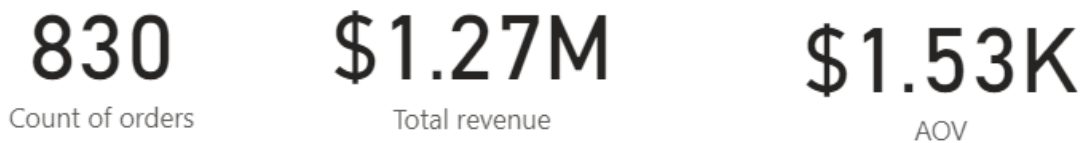
$1.53K
AOV

➢ The **Revenue Total** is a large number, showing strong sales performance.
➢ The **AOV** of $1.53K suggests that, on average, each order generates $1,530 in revenue.
➢ The **Count of Orders** (830) indicates the total volume of transactions contributing to the total revenue.

2) Visualise total revenue by date

Total revenue by Year and Month
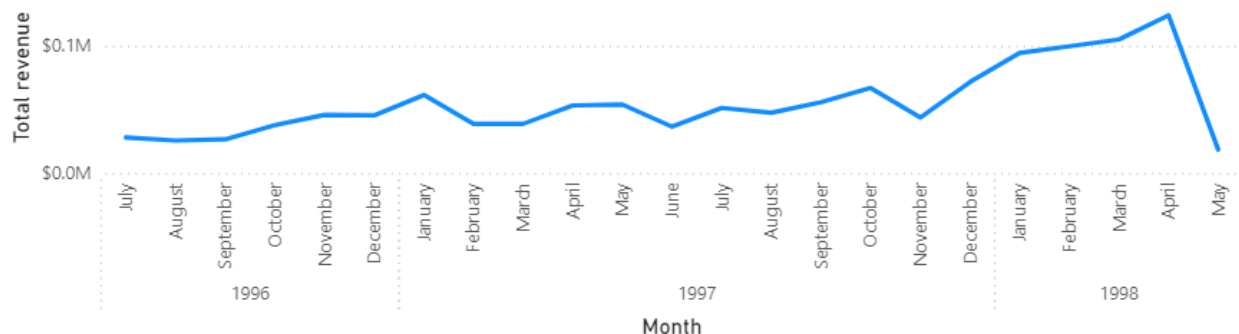
➢ The revenue trends upward over time, indicating positive business growth, particularly in late 1997 and early 1998.
➢ The sharp drop in May 1998 could highlight a seasonal pattern, data anomaly, or other external factors impacting performance.

3) Add a map showing number of orders

Count of orders by territorydescription

➢ Most orders are concentrated in the **Eastern United States** and parts of the **Midwest**.
➢ There are notable orders from regions in **Europe**, especially **Ireland** and **France**.
➢ A few isolated bubbles in **Western United States** and **North Africa** indicate smaller order volumes.

Insights:

● The United States dominates in terms of order volume, with dense activity in the eastern regions.
● European regions like Ireland and France also contribute meaningfully.
● Visuals like this help identify geographical areas with high or low order activity, aiding in targeted marketing or resource allocation.

4) Add a table with employees' data

fullname ▲	title	Total revenue	AOV	country	city
Andrew Fuller	Vice President, Sales	$166,537.76	$1,734.77	USA	Tacoma
Anne Dodsworth	Sales Representative	$77,308.07	$1,797.86	UK	London
Janet Leverling	Sales Representative	$202,812.84	$1,596.95	USA	Kirkland
Laura Callahan	Inside Sales Coordinator	$126,862.28	$1,219.83	USA	Seattle
Margaret Peacock	Sales Representative	$232,890.85	$1,492.89	USA	Redmond
Michael Suyama	Sales Representative	$73,913.13	$1,103.18	UK	London
Nancy Davolio	Sales Representative	$192,107.60	$1,561.85	USA	Seattle
Robert King	Sales Representative	$124,568.24	$1,730.11	UK	London
Steven Buchanan	Sales Manager	$68,792.28	$1,637.91	UK	London
Total		**$1,265,793.04**	**$1,525.05**		

Top Performers:

- **Margaret Peacock**: Generated the highest revenue ($232,890.85).
- **Janet Leverling**: Second-highest revenue ($202,812.84).

AOV Leaders:

- **Anne Dodsworth**: Highest AOV at $1,797.86.
- **Robert King** and **Andrew Fuller**: AOV values are also above average.
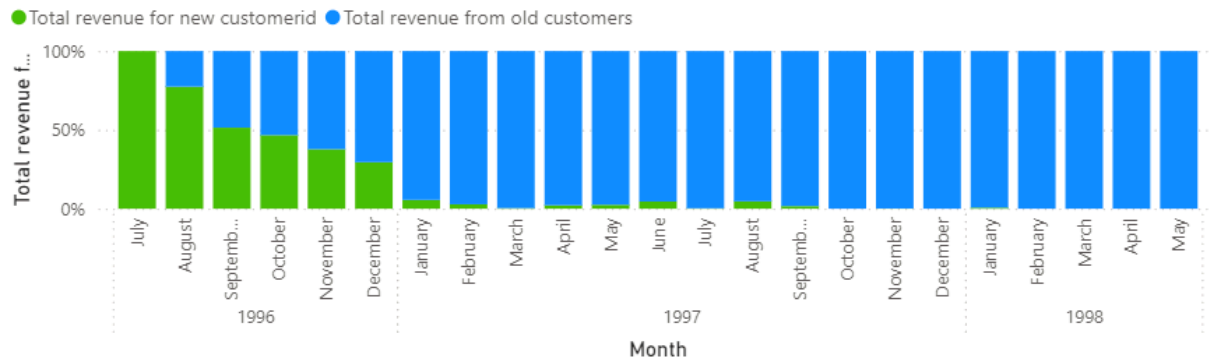
Geographical Insight:

- Employees are primarily located in **USA** and **UK**.
- **London** has multiple employees contributing to revenue.

5) Stacked column chart

Visualizes the Total Revenue from new customers (green) and old customers (blue) by Year and Month.

Total revenue for new customerid and Total revenue from old customers by Year and Month

New Customers:

- Revenue from new customers (green) is significant in the initial months (July–December 1996).
- Over time, revenue from new customers gradually decreases, becoming minimal or disappearing from 1997 onwards.

Old Customers:

- Revenue from old customers (blue) consistently dominates after the initial months.
- By mid-1997 and throughout 1998, revenue is almost exclusively from old customers.

Trend Analysis:

- **Early Growth**: The business likely experienced strong acquisition of new customers in 1996, contributing a significant portion of revenue.
- **Retention Focus**: From 1997 onwards, revenue primarily comes from repeat business (old customers), indicating a reliance on customer retention.

6) Visualize YoY and YTD

Total revenue YTD and Total revenue YoY% by Year and Month
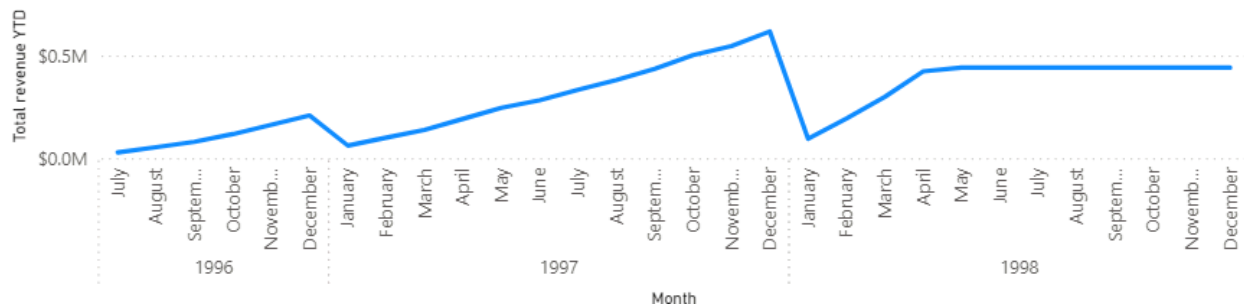
Annual Reset:

- The YTD revenue resets every January, leading to a sharp drop at the start of each year.

Steady Growth in 1997:

- YTD revenue demonstrates strong and continuous growth throughout 1997, peaking at over **$0.5M**.

Stabilization in 1998:

- While revenue grows early in 1998, the plateau suggests a leveling-off trend.

Insights:

- YTD revenue reflects strong performance through 1997.
- The plateau in mid-1998 might indicate **stagnation** in revenue growth, requiring further investigation into contributing factors (e.g., market conditions, customer acquisition).

7) Adding a slicer by date

Date

04/07/1996 🗓   06/05/1998 🗓

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Filter Data by Date Range:

- Users can select a start and end date (e.g., from **April 7, 1996** to **June 5, 1998**) to display data only within this range.

Enhance Interactivity:

- The slicer interacts with all visuals on the page (e.g., charts, tables, maps).
- When the user adjusts the date range, related visuals like **Revenue by Date**, **Total Revenue**, or **Orders by Territory** update automatically.

Focus on Specific Time Periods:

- Analyze trends or metrics during specific periods like **months**, **quarters**, or **years**.
- Compare **year-to-date (YTD)**, **month-over-month (MoM)**, or custom timeframes for performance insights.

Improved User Experience:

- Allows report consumers to customize the data view without modifying the report structure.