**Business and Sales Dashboard - Documentation**

**Overview**

The **Business and Sales Dashboard** provides comprehensive insights into **sales performance, customer satisfaction, return rates, and product stock availability**. Built in **Power BI**, the dashboard follows a **Star Schema** model for efficient data analysis.

A screenshot of a computer dashboard

AI-generated content may be incorrect.A close-up of a graph

AI-generated content may be incorrect.

**Key Features**

* **Total Revenue & Profit Margins**: Track sales and profit performance across regions.
* **Customer Satisfaction Analysis**: Identify trends in customer feedback.
* **Product Return Rate**: Monitor product return percentages to detect quality issues.
* **Stock Availability Insights**: View inventory levels for effective stock management.
* **Sales Trends Over Time**: Understand the revenue changes per month.
* **Drill-Through Analysis**: Click on a product to see detailed insights.

**Data Model - Star Schema**

The **Star Schema** is a widely used data modeling technique that optimizes performance for analytical queries. It consists of a **central fact table** connected to multiple **dimension tables**, forming a star-like structure. This model enhances **query speed and efficiency** in Power BI by reducing data redundancy and improving data retrieval.

**Benefits of Star Schema:**

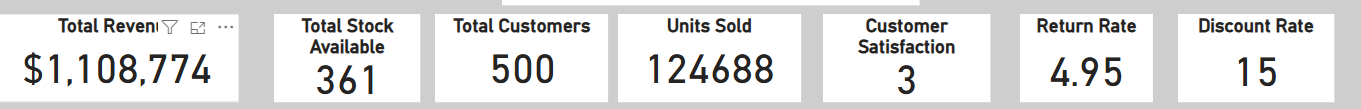
* **Faster Query Performance** – Fact tables store numerical data, and dimensions provide descriptive attributes, allowing quick aggregations.
* **Simplifies Data Relationships** – Easy-to-understand structure where all dimensions link directly to the fact table.
* **Optimized for BI Reporting** – Power BI efficiently handles relationships, improving performance in visuals and calculations.
* **Scalability** – New dimensions or attributes can be added with minimal impact on the existing schema.
* **Improves Data Integrity** – Ensures a single source of truth for analytics and reporting.

A screenshot of a computer

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**Dashboard Visuals**

**KPI Metrics**:

* Total Revenue, Transactions, Units Sold, Customer Satisfaction Score, Return Rate, Discount Rate

**Sales & Profitability**:

* Profit Margin by Country

A graph with a bar

AI-generated content may be incorrect.

* Total Revenue by Product

A graph of a number of people

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**Customer Behavior & Satisfaction**:

* Customer Satisfaction Trends by Age

A graph showing a line of a graph

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* Return Rate & Discounts by Product

A graph of a rate

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**Stock & Inventory**:

* Total Stock Availability

A pie chart with text and numbers

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* Stock Breakdown by Product

**Time-Based Trends**:

* Monthly Revenue Trends

A graph with a line and text

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**Drill-Through Feature**

* Users can **correctly click on a product** to view detailed **sales, returns, and satisfaction trends**.
* Helps identify **underperforming or high-return products**.

**Key DAX Measures**

**1️. Total Revenue**

**2️. Return Rate (%)**

**3️. Customer Satisfaction Score**

**4️. Stock Availability**

**5️. Discount Applied (%)**

**How to Use a Dashboard**

1. **Filter by Product & Region** using slicers.
2. **Click on any product** for detailed insights via drill-through.
3. **Monitor return rates** to assess product quality concerns.
4. **Analyze profit margins** by country for strategic decisions.
5. **Use stock availability** to manage inventory efficiently.

**Future Enhancements**

* Predictive analytics for demand forecasting.
* AI-based customer sentiment analysis.
* Automated alerts for high return rates.

**Conclusion**

This **Business and Sales Dashboard** provides actionable insights into data-driven decision-making, optimizing product performance, and improving customer satisfaction.