Sales Insights

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Dr. Anas

Aims Grid

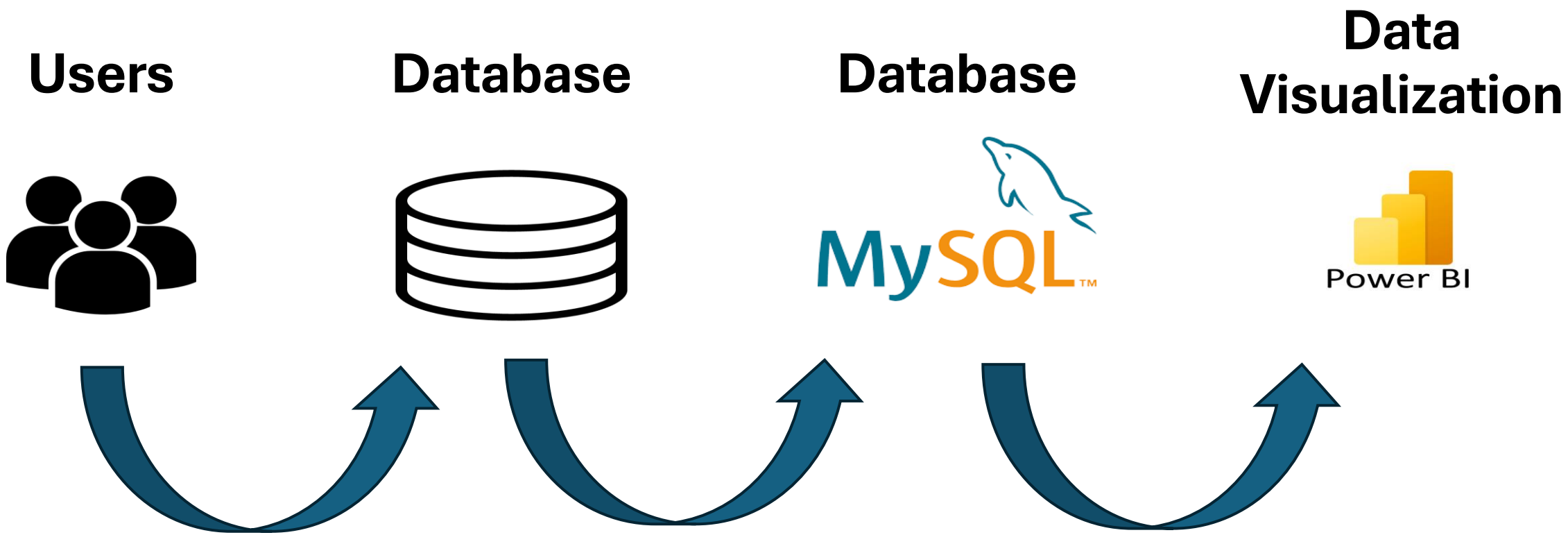
Purpose:
To unlock valuable sales insights previously unavailable to the sales team, supporting better decision-making. This also includes automating processes to reduce the manual effort spent on data collection and analysis.

Stakeholders:
- **Sales Director: Key decision-maker looking for actionable insights.**
- **Marketing Team: Uses the data to adjust strategies and target profitable markets.**
- **Customer Service Team: Improves customer satisfaction based on data-driven insights.**
- **Data & Analytics Team: Monitors and ensures data integrity and insights generation.**
- **IT Department: Supports infrastructure and resolves technical issues related to the dashboard.**

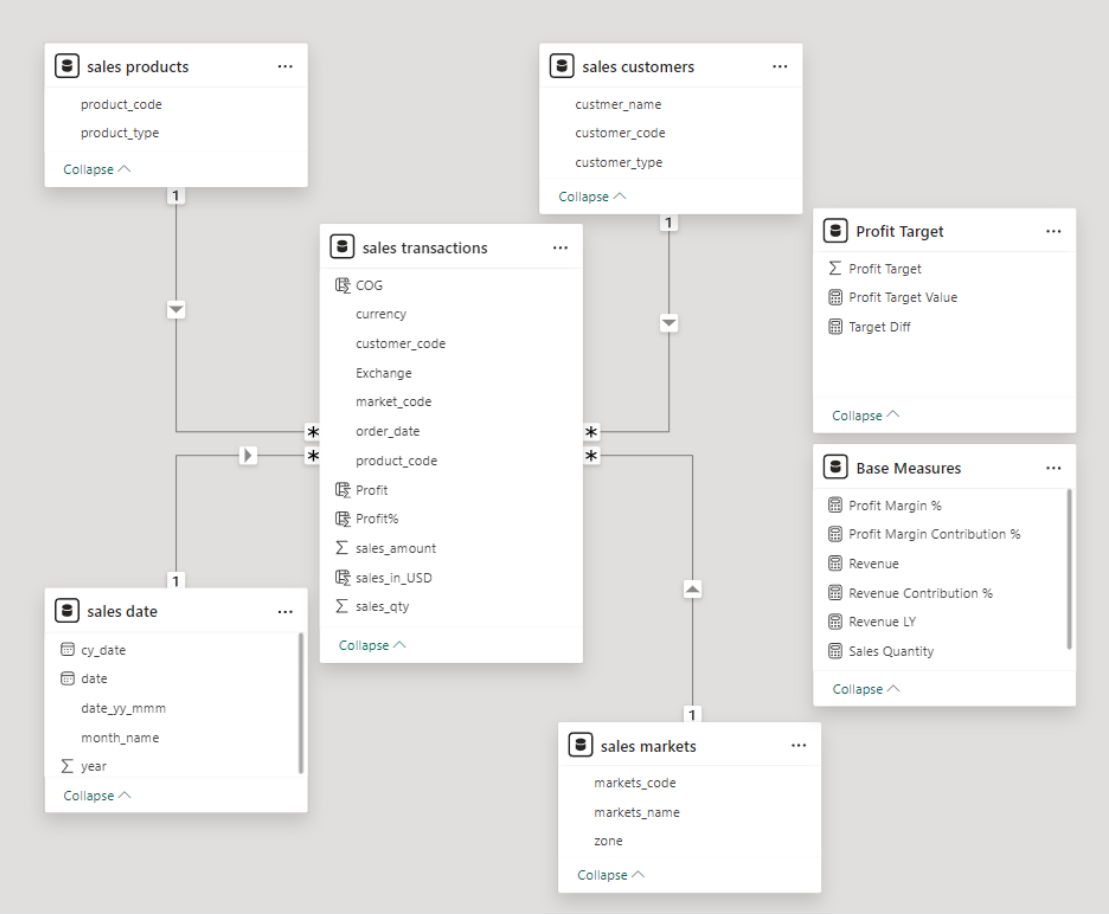
End Result:
A fully automated, interactive dashboard providing up-to-date sales insights that empower teams to make data-driven decisions quickly and effectively.

Success Criteria:
- Dashboards provide real-time sales insights, enabling the team to make timely decisions.
- Sales team achieves better decisions that improve cost efficiency by at least 10%.
- Analysts save 20% of their time by automating data gathering, allowing them to focus on value-added activities.

Data Import from SQL Server



Star schema



➢ What is a Star Schema?

- A **Star Schema** is a type of database schema that organizes data into fact and dimension tables, making it simple to use for analysis.
- The **Fact Table** is at the center, holding quantitative data (e.g., sales transactions), while **Dimension Tables** surround it, holding descriptive data (e.g., products, dates, markets).

➢ Benefits of Star Schema:

- **Simplifies Queries**: By organizing data into dimensions, querying becomes easier, which is critical for tools like **Power BI**.
- **Optimizes Performance**: It's designed for **efficient read operations**, making it fast to retrieve insights.
- **Supports Data Visualization**: The clear structure is ideal for dashboards like yours, where the **relationships** between tables are key to building effective visuals.

Data Cleaning

➢ Data Cleaning Process Using Power Query (DAX):

- Employed **DAX (Data Analysis Expressions)** in **Power Query** within Power BI to automate the data cleaning process, ensuring consistency and accuracy across the dataset.

➢ Key Data Cleaning Steps:

1. **Handling Negative and Zero Values**:
   - Removed transactions with **negative** and **zero values**, as they distort metrics like revenue and profit.
2. **Currency Conversion**:
   - Applied a consistent **currency exchange** process to convert all transactions into a unified currency for accurate comparison across markets.
3. **Removing Null Values**:
   - Removed **null values** in key fields (e.g., customer codes, product codes) to maintain data integrity.
4. **Removing Duplicated Data**:
   - Eliminated **duplicate records** to ensure accurate analysis and avoid counting the same transaction multiple times.

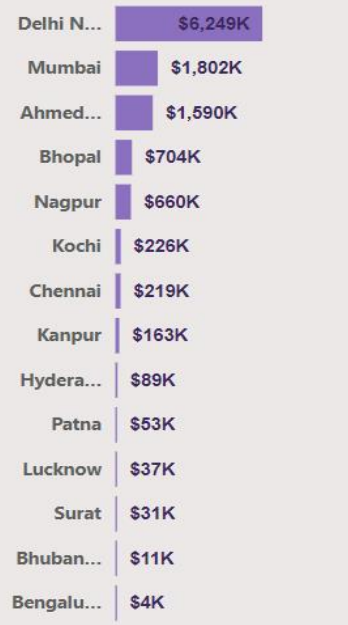
Overview of the Dashboard Design

Key Metrics

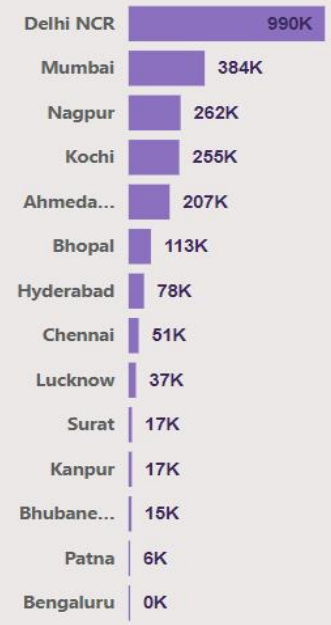
Sales Analysis Dashboard

Total Revenue	Total Profit	Total Quantity	Avg Profit%	Total Trans.	Avg Profit/ Transaction
$11.8M	$607.0K	2.43M	7.73%	148.67K	$4

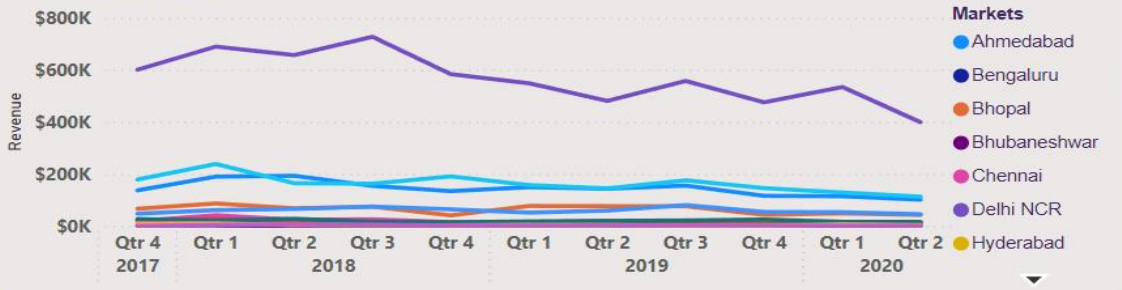
Revenue by Market



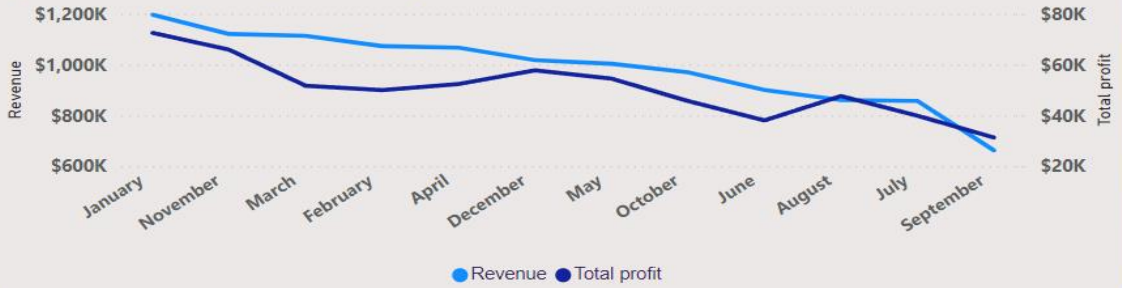
Sales Quantity by Market



Revenue Trend By Market



(Revenue & Profit) Trend By Month



Key Insights

- Profit Analysis Market
- Top Markets
- Profit Analysis Customers
- Top Customers
- Detailed information

Month
All

zone
All

Year
- Select all
- 2017
- 2018
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Clear all Filters

Overview of the Dashboard Design

Navigation

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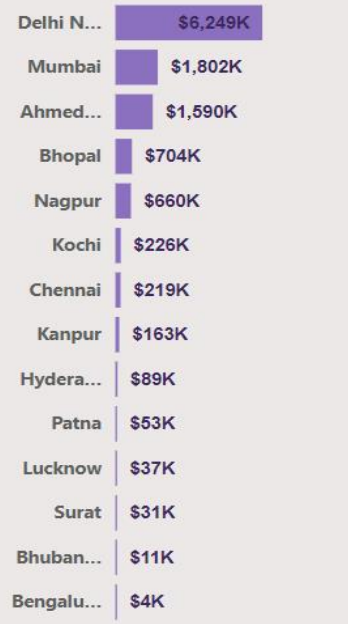

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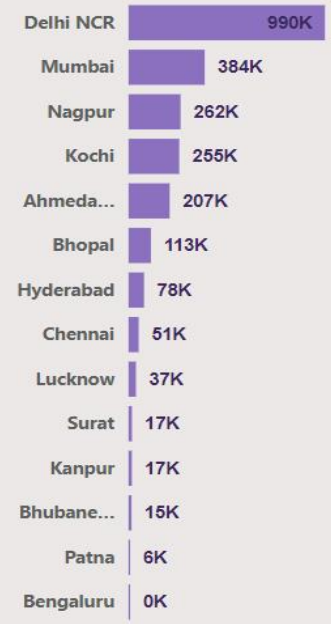

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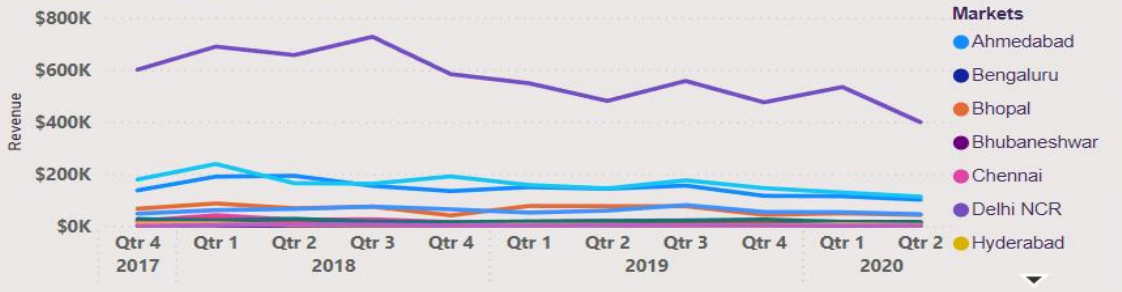

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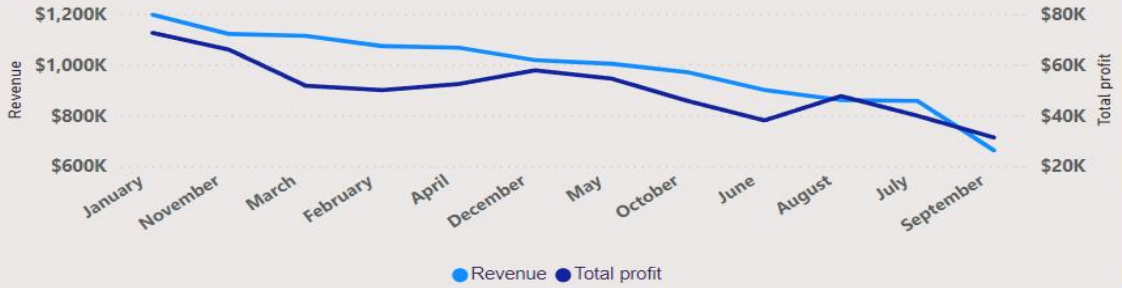

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Overview of the Dashboard Design

Filters

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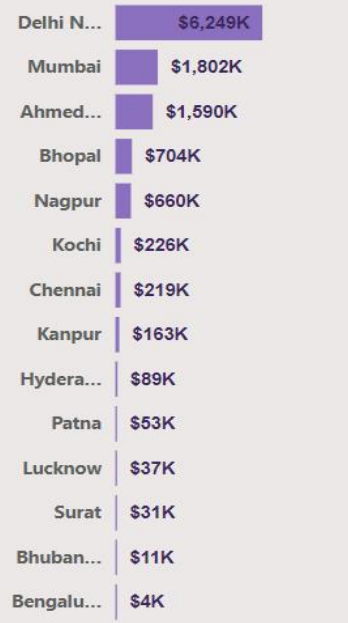

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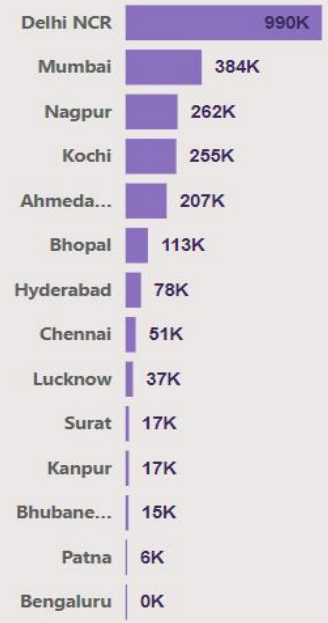

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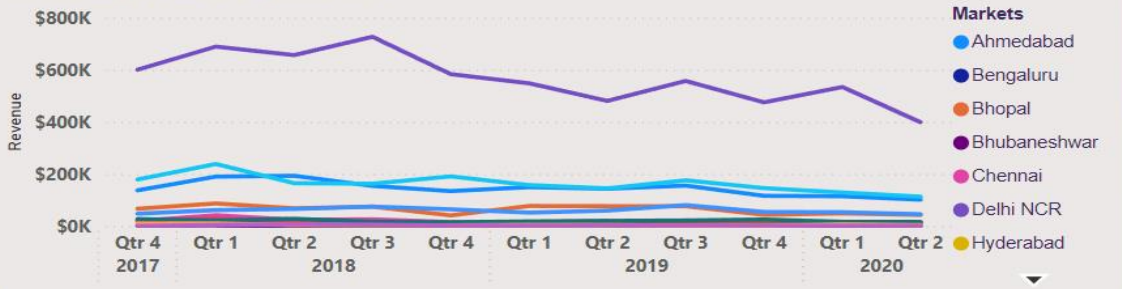

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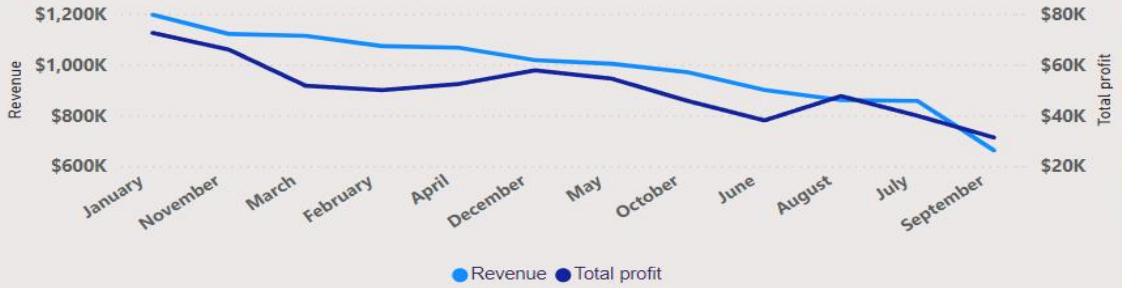

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Overview of the Dashboard Design

Data Visualization

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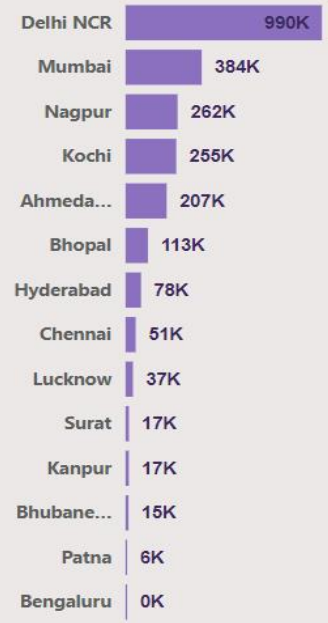
Revenue by Market

Sales Quantity by Market



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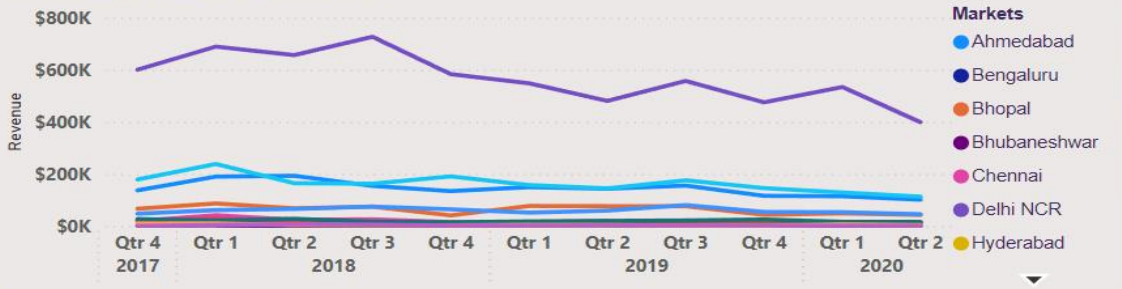

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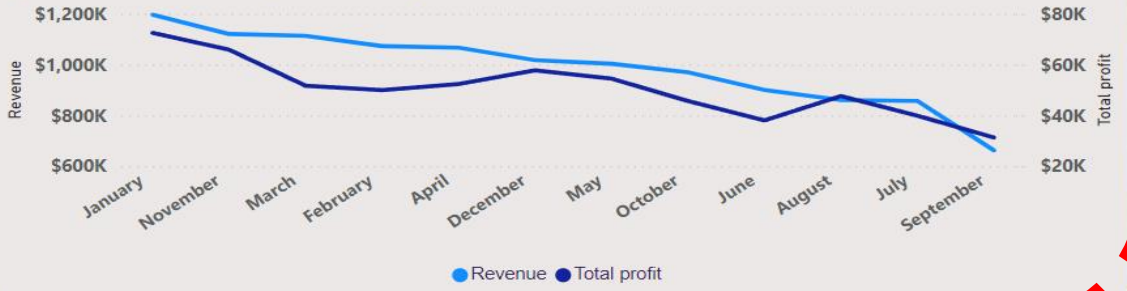

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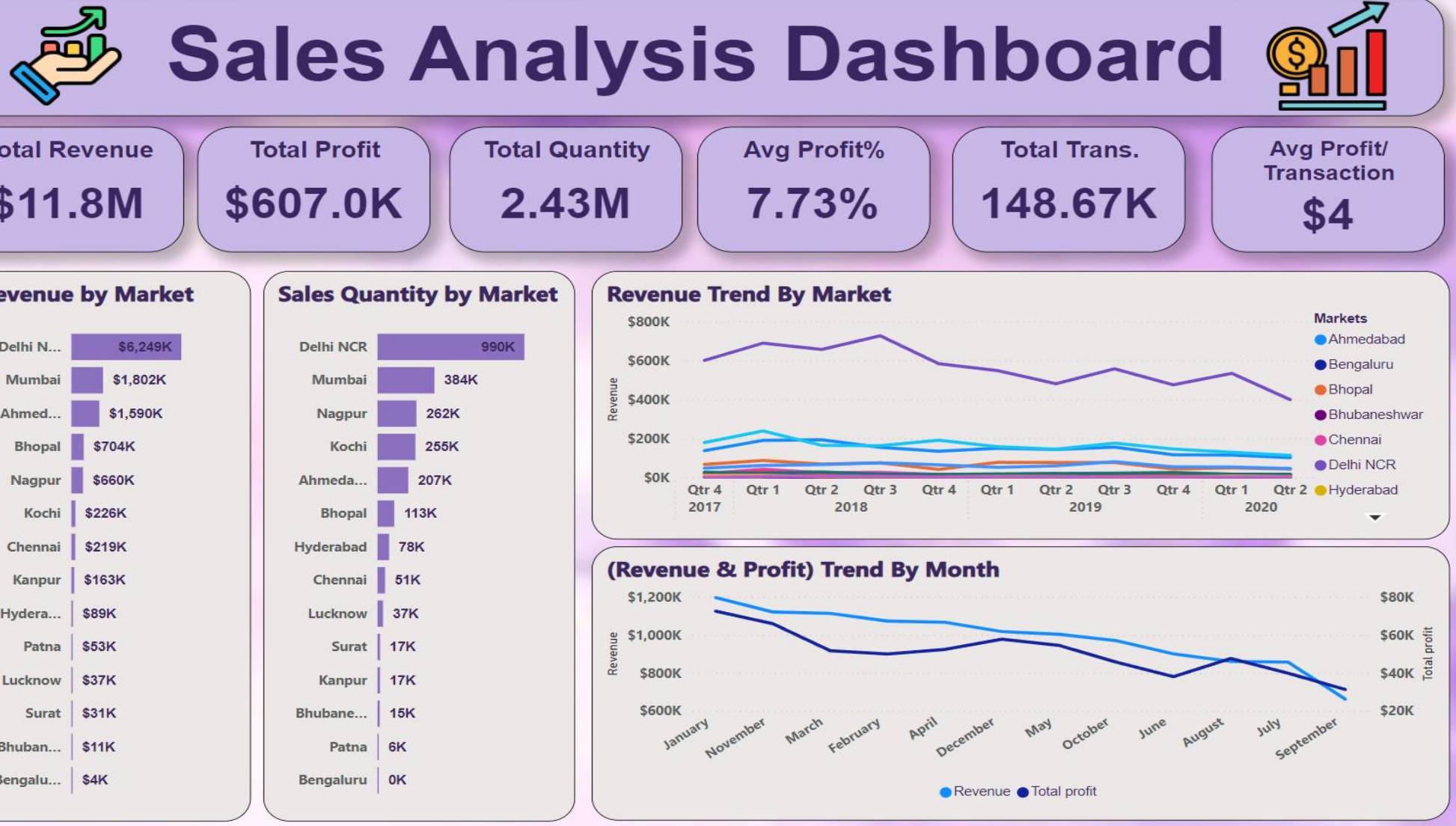

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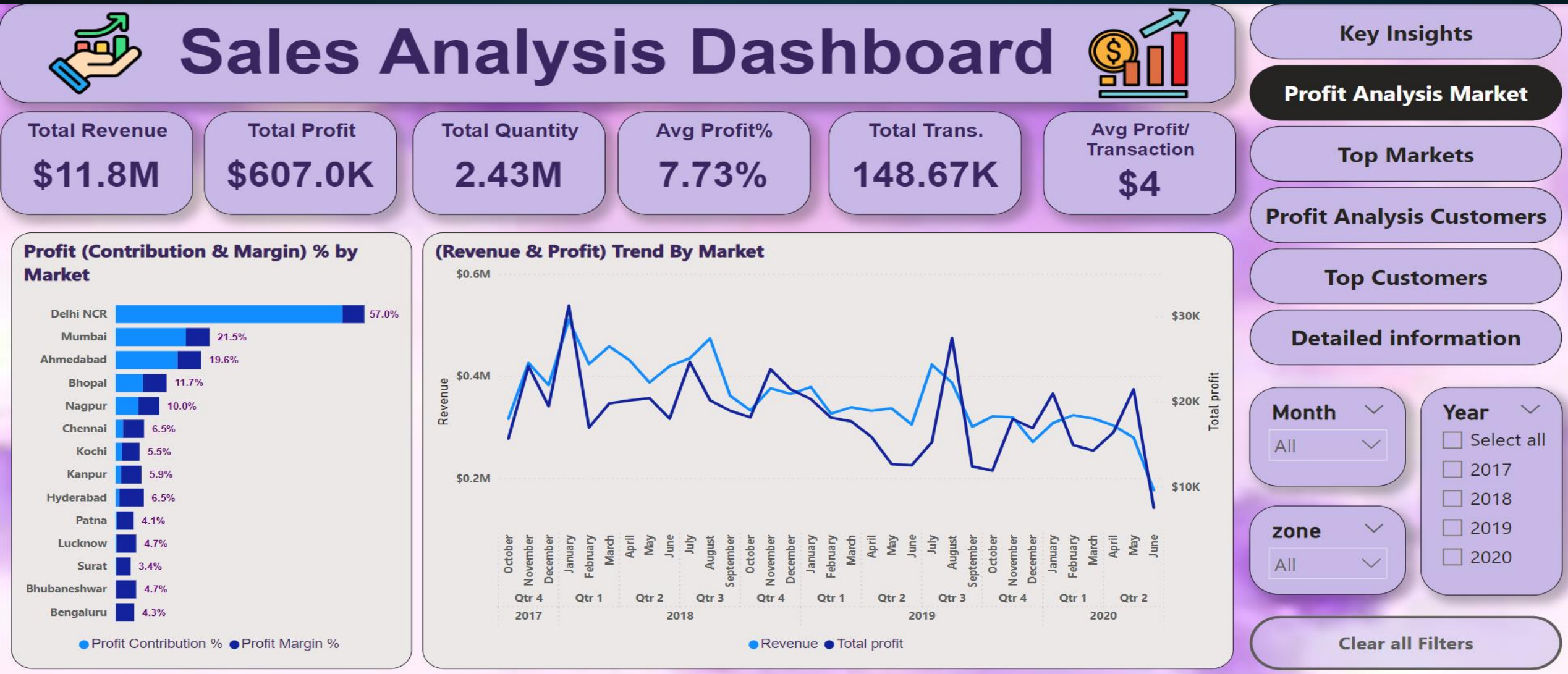

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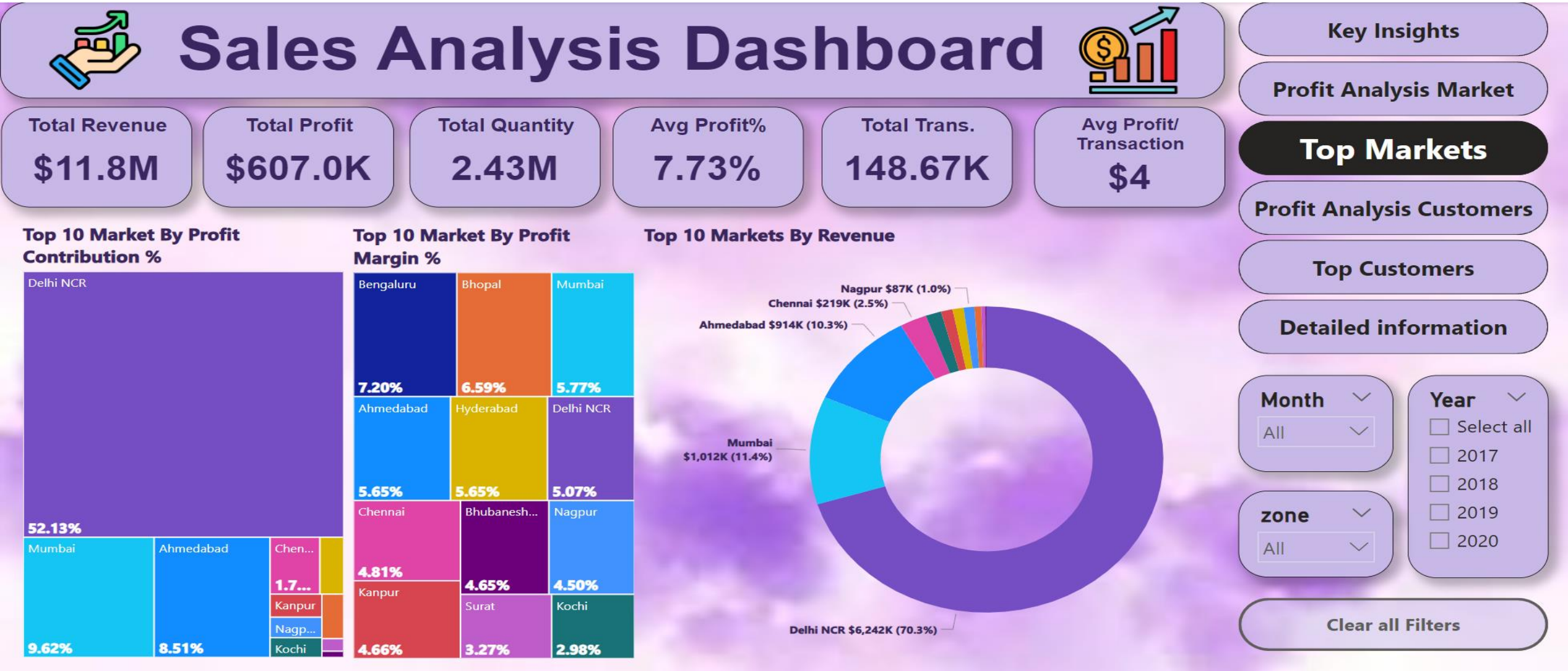

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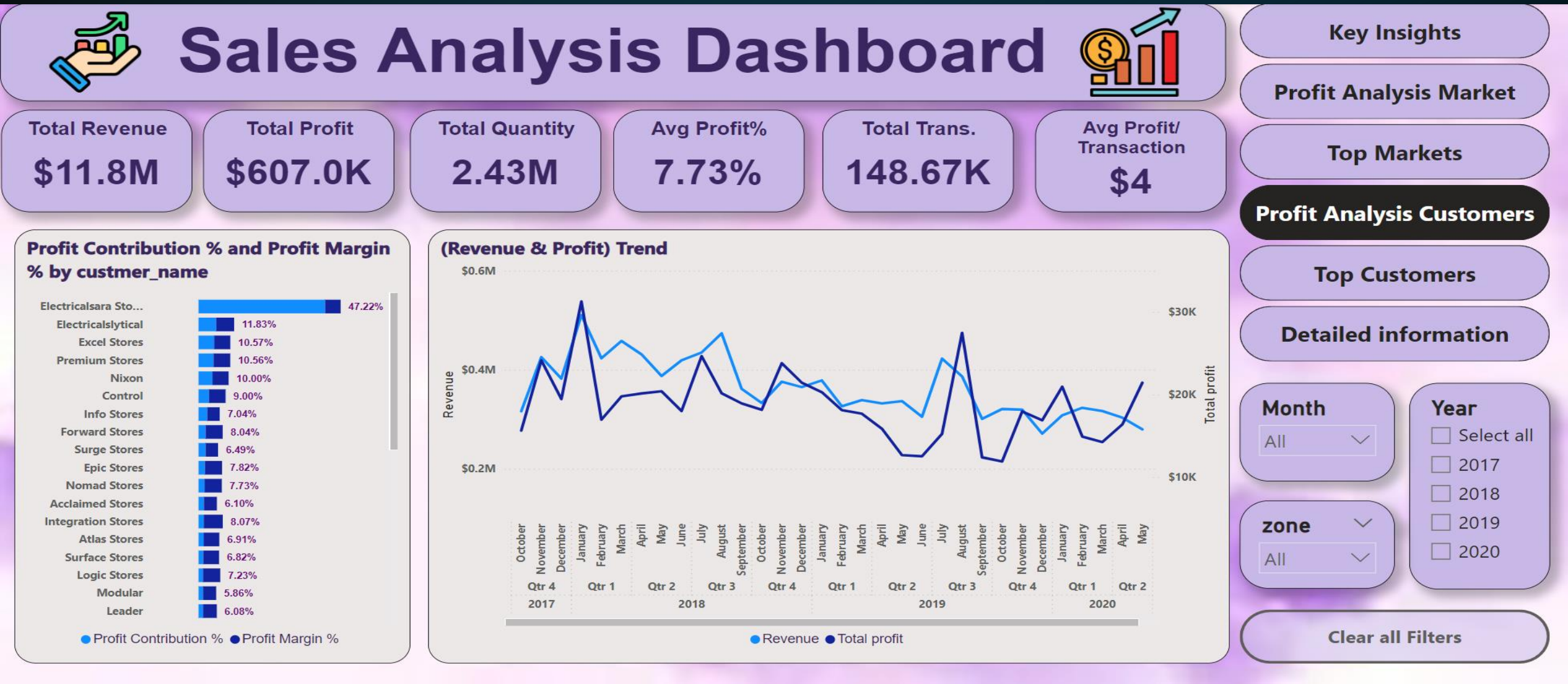

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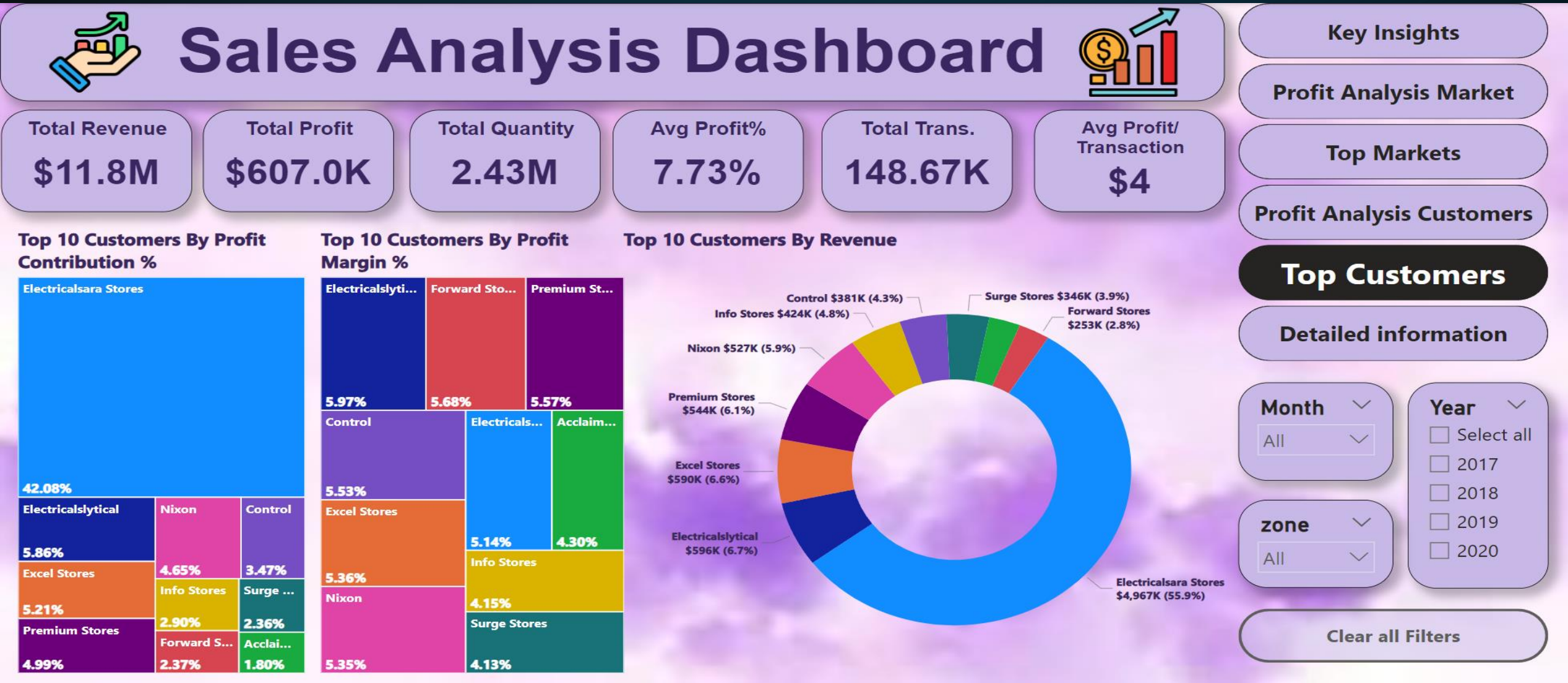

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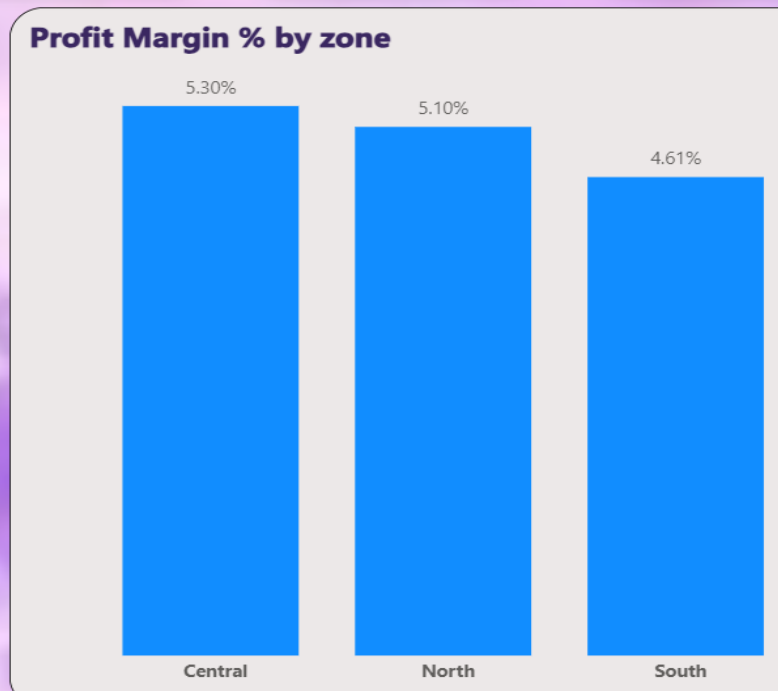
custmer_name	Revenue	COG	Profit	Average of Profit%	Profit Margin %	Profit Cont. %	Revenue Cont. %
Electricalsara Stores	$4,966,869	$4,711,454	$255,416	7.97%	5.14%	42.08%	41.95%
Electricalslytical	$595,730	$560,165	$35,566	8.12%	5.97%	5.86%	5.03%
Excel Stores	$590,103	$558,473	$31,631	7.86%	5.36%	5.21%	4.98%
Premium Stores	$543,831	$513,553	$30,278	7.79%	5.57%	4.99%	4.59%
Nixon	$527,004	$498,796	$28,208	7.49%	5.35%	4.65%	4.45%
Info Stores	$424,311	$406,722	$17,589	7.93%	4.15%	2.90%	3.58%
Control	$381,264	$360,182	$21,082	7.83%	5.53%	3.47%	3.22%
Surge Stores	$346,005	$331,699	$14,305	7.75%	4.13%	2.36%	2.92%
Acclaimed Stores	$254,376	$243,436	$10,940	7.83%	4.30%	1.80%	2.15%
Forward Stores	$252,949	$238,593	$14,357	7.56%	5.68%	2.37%	2.14%
Epic Stores	$225,536	$212,674	$12,862	7.55%	5.70%	2.12%	1.90%
Nomad Stores	$212,872	$200,690	$12,182	7.78%	5.72%	2.01%	1.80%
Electricalsocity	$209,879	$201,637	$8,242	7.71%	3.93%	1.36%	1.77%
Modular	$208,558	$199,462	$9,096	7.92%	4.36%	1.50%	1.76%
Atlas Stores	$200,602	$190,190	$10,412	7.76%	5.19%	1.72%	1.69%
Leader	$198,360	$189,271	$9,088	6.83%	4.58%	1.50%	1.68%
Surface Stores	$182,997	$173,403	$9,594	7.96%	5.24%	1.58%	1.55%
Integration Stores	$167,924	$157,304	$10,621	8.00%	6.32%	1.75%	1.42%
Logic Stores	$159,174	$150,060	$9,114	7.52%	5.73%	1.50%	1.34%
Path	$155,951	$147,038	$8,913	8.32%	5.72%	1.47%	1.32%
Unity Stores	$151,427	$147,375	$4,052	7.19%	2.68%	0.67%	1.28%
Electricalsopedia Stores	$123,730	$117,740	$5,990	7.49%	4.84%	0.99%	1.05%



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Top Markets

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