



Company Performance Dashboard

Analyzing sales performance across departments, locations, and employees to drive strategic growth

Project Overview

Objective

Analyze 2023-2024 sales performance by department, location & employee

Tools

Power BI for visualization, CSV for data preparation

Time Period

January 2023 – December 2024

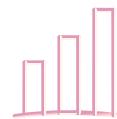


Dashboard Components



Monthly Sales Trend

Line chart tracking sales progression throughout the year



Department Analysis

Bar chart comparing performance across all departments



Location Breakdown

Donut chart showing sales distribution by region



Interactive Slicers

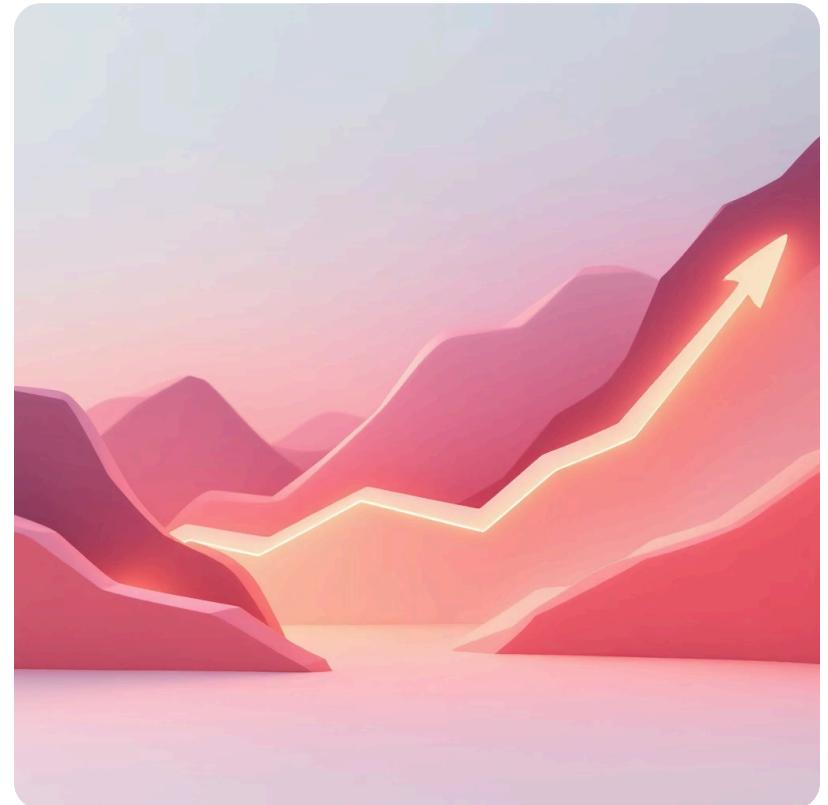
Filter by month and location for detailed insights

Sales Trend Analysis

Quarterly Growth Pattern

Sales gradually increase from Q1 to Q4, showing consistent upward momentum throughout the year

- Q1: Building foundation
- Q2–Q3: Steady acceleration
- Q4: Peak performance



Department Performance

1st

Marketing

Highest sales contributor across all departments

Top

High Performers

Direct correlation with department efficiency





Location Performance



Bangalore

Leading location in total sales performance



Regional Analysis

Geographic distribution reveals key growth markets



Expansion Opportunity

Focus on high-performing regions for strategic growth

Discount Strategy Impact

Strategic Discounting

Higher discounts on low-selling categories improved sales temporarily

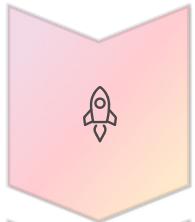
- Immediate sales boost
- Category revitalization
- Customer acquisition

Key Consideration

Monitor long-term profitability vs. short-term gains

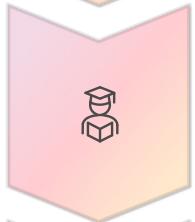


Business Recommendations



Expand Marketing & Bangalore

Focus resources on highest-performing team and location



Training Programs

Provide training & incentives to low-performing departments



Employee Recognition

Retain top performers via recognition programs & bonuses



Monitor Discounts

Track discount strategies to optimize product performance

Strategic Priorities



Build from foundation: optimize pricing, develop teams, expand success, and retain excellence



Next Steps

01

Implement Recognition Programs

Launch employee rewards for top performers

02

Deploy Training Initiatives

Develop skill-building programs for underperforming teams

03

Expand Bangalore Operations

Increase investment in highest-performing location

04

Refine Discount Strategy

Establish monitoring system for pricing optimization