Title: Sample Power BI Dashboard Document

Subtitle: Ecommerce Platform Sales Analysis

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1. Introduction

Objective

This dashboard provides insights into sales trends, regional performance, and product analysis for an e-commerce platform. It enables stakeholders to track and analyze key sales metrics to optimize business decisions.

Audience

The dashboard is designed for sales managers, executives, and data analysts.

Tools Used

- Power BI

- SQL

- Excel

- Data visualization techniques

2. Data Sources

Overview

- Source 1: E-commerce database containing transaction records.

Structure

- Sales Data: Includes date, region, product, revenue, and profit.

- Customer Data: Demographics like age, gender, and location.

- Targets: Regional sales targets for comparison with actual data.

3. Key Features

Visualizations

- Bar Charts: Show revenue distribution across regions.

- Line Graphs: Depict sales trends over time.

- Pie Charts: Highlight product category contributions.

- Tables: Provide detailed sales and customer data.

Filters & Interactions

- Date range filter

- Region filter

- Product category filter

KPIs

- Total Revenue

- Profit Margin

- Year-over-Year (YoY) Growth

- Customer Retention Rate

4. Layout Description

Sections

- Overview Page: Displays KPIs and an overall summary.

- Detailed Analysis: Offers insights into regions and product-level data.

- Customer Insights: Focuses on customer demographics and behavior.

- Forecasting: Predicts future sales based on historical data.

Navigation

Users can navigate between tabs to focus on specific aspects of the analysis, such as regional performance or category-specific trends.

5. Sample Visuals

Mock-Up Examples:

- KPI Cards: Show total revenue (\$1.2M), profit margin (22%), and YoY growth (15%).

- Bar Chart: Revenue comparison by region (e.g., North America vs. Europe).

- Line Graph: Monthly revenue trend from January to December.

- Table: Detailed breakdown of sales by product and region.

6. Insights and Recommendations

Key Insights

1. North America contributed 50% of the total revenue.

2. Electronics is the highest-performing product category.

3. Sales show a seasonal spike during the holiday season.

Business Impact

- Focus: Invest in marketing for high-performing categories.

- Adjust Strategy: Align inventory planning with seasonal trends.

- Customer Retention: Target repeat customers in high-revenue regions.

7. Conclusion

Next Steps

- Incorporate predictive analytics for sales forecasting.

- Add advanced filters for more granular insights.

- Develop a mobile-optimized version of the dashboard.

8. Appendix

Glossary of Terms

- YoY Growth: Year-over-Year comparison of revenue.

- KPI: Key Performance Indicator.

Data Dictionary

- Revenue: Total sales in dollars.

- Profit Margin: (Profit / Revenue) \\* 100.

- Customer Demographics: Attributes like age and location.