



"SALES & FINANCIAL DASHBOARD

Using the Financial
Sample Dataset"

OBJECTIVE & SCOPE

- Objective: “Provide business stakeholders an interactive dashboard to analyse Sales, Profit, Units Sold and Trends across Products, Countries & Time.”
 - Scope: “Data period: [e.g., 2013-2014], Dimensions: Country, Product, Segment, Time; Measures: Sales, Profit, Units Sold, COGS.”
 - Dataset: “Source: Financial Sample Excel Workbook for Power BI Desktop”
-

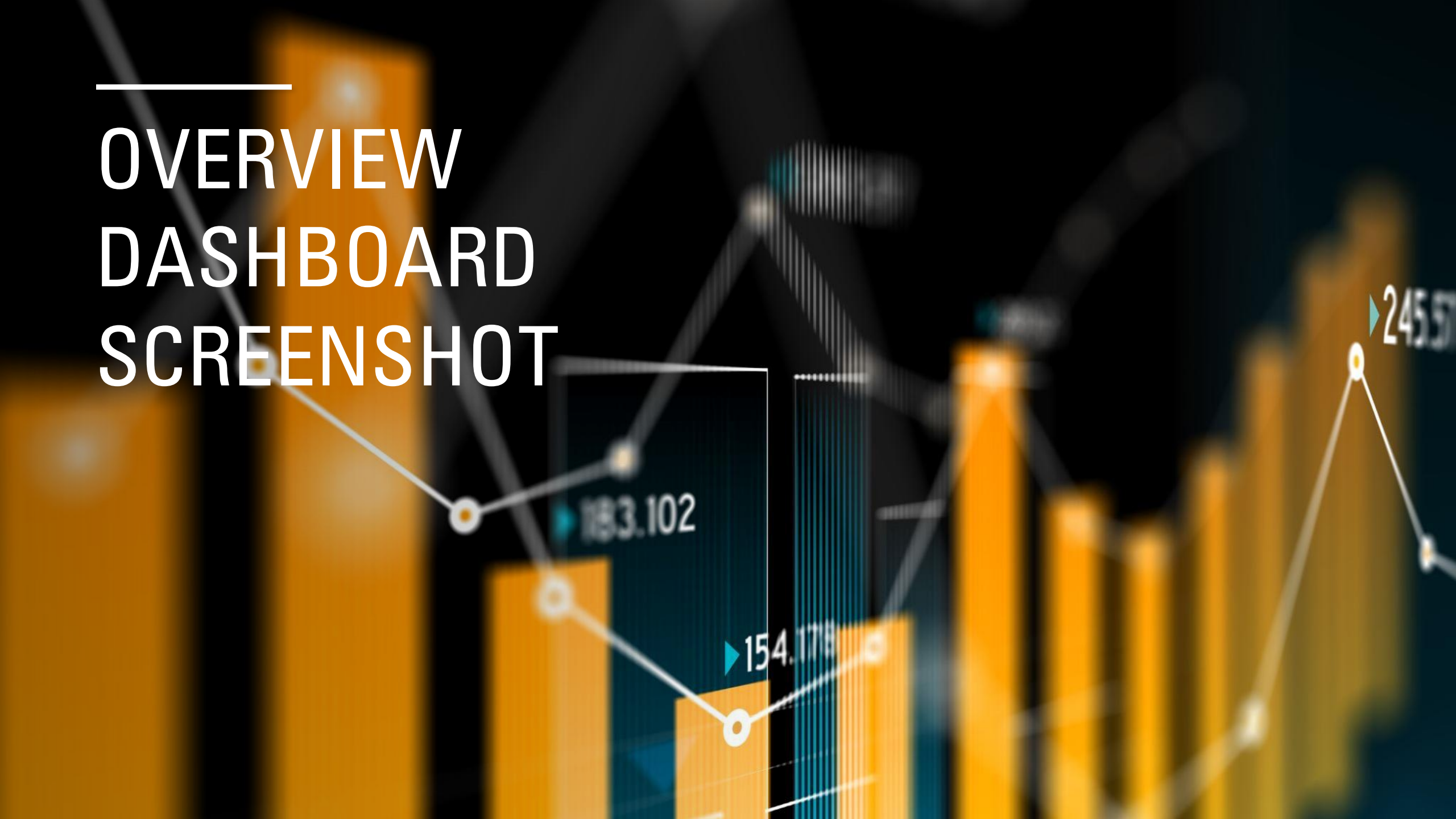
KPIS & DEFINITIONS

- Total Sales – sum of Sales measure
 - Total Profit – sum of Profit measure
 - Margin % – $\text{Profit} \div \text{Sales}$
 - Units Sold – sum of Units Sold
 - Growth (YoY) – percentage change in Sales or Profit year-over-year
-

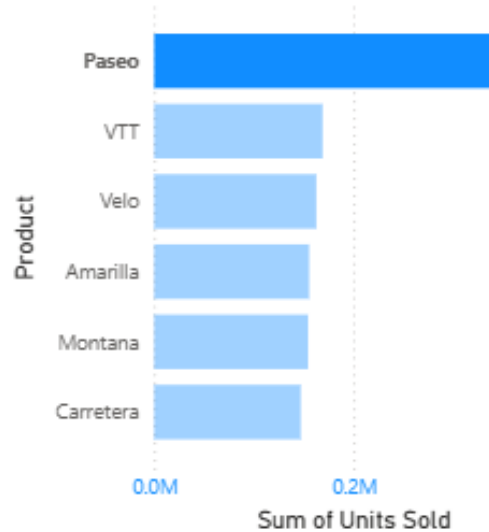
DATA MODEL & VISUALISATIONS

- “Fact table: Sales, Units, COGS, Profit — stores the key numerical metrics.”
 - “Dimension tables: Product, Country, Segment, Date — provide context for analysis.”
 - “This star-schema structure lets users slice metrics by product, geography, segment or time.”
 - Time-Trend Line Chart: Sales & Profit over time for trend analysis.”
 - “Bar Chart by Product: Compare unit volume or revenue across products.”
 - “Scatter Plot: Sales vs Profit to identify high-volume but low-profit items.”
 - “Bar Chart by Country/Segment: Compare performance across regions or segments.”
 - “KPI Cards: Headline metrics (Total Sales, Total Profit, Margin %) at a glance.”
-

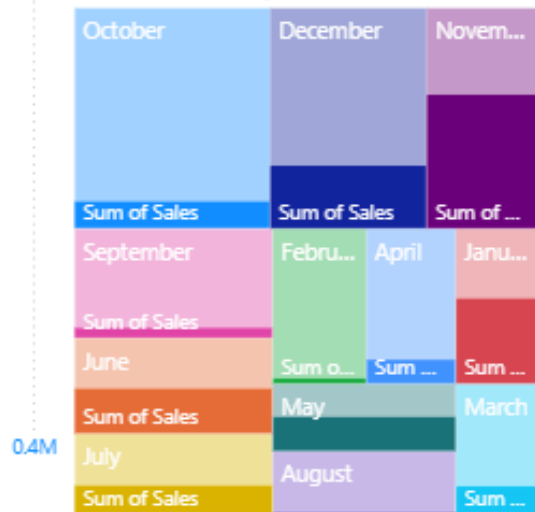
OVERVIEW DASHBOARD SCREENSHOT



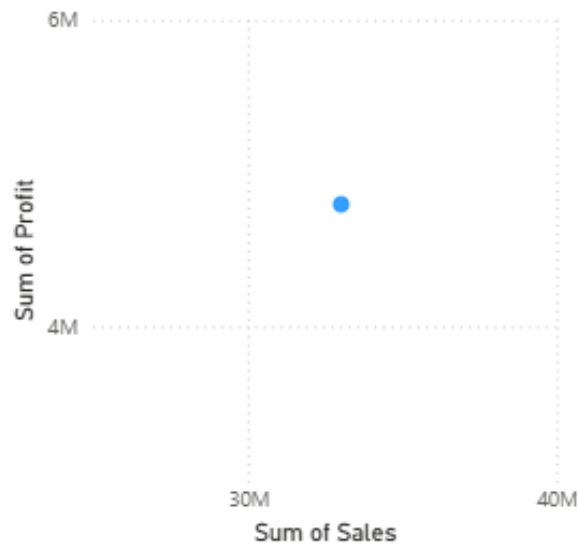
Sum of Units Sold by Product



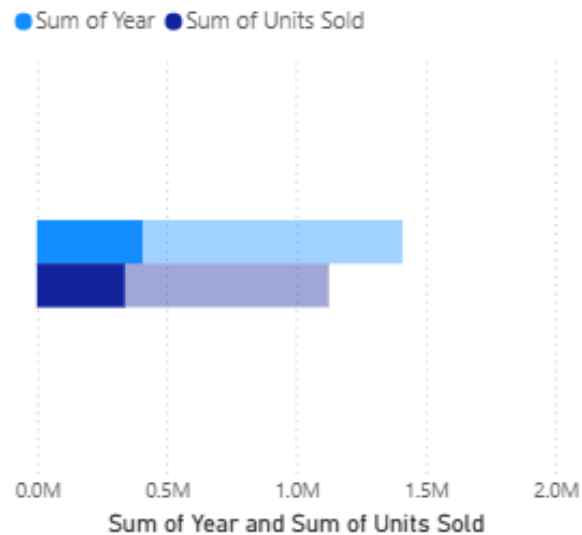
Sum of Manufacturing Price and Sum of Sales by Month Name



Sum of Sales and Sum of Profit



Sum of Year and Sum of Units Sold



Filter

Filter

SALES DETAIL DASHBOARD