



# “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 % – Profit ÷ 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



# SALES DETAIL DASHBOARD

