

Project Overview:

The Power BI report for ***Awesome Chocolates*** is designed to provide actionable insights into the company's sales performance, profitability, and operational efficiency. It includes visualizations for:

- ✓ Total Sales, Costs, and Profit Analysis: Summarizing the overall financial performance.
- ✓ Sales Performance by Month: Tracking trends and identifying seasonal patterns.
- ✓ Shipment Analysis: Evaluating logistics efficiency and shipment distribution.
- ✓ Salesperson Performance: Comparing individual contributions to sales and profit.
- ✓ Regional/Product Insights: Analyzing performance across various categories and geographies.

Data Source: The data used in this report was manually imported via Excel.

DAX Measures Used:

DAX (Data Analysis Expressions) was used to create custom calculations to derive meaningful insights from the data.

Some of the key DAX measures used in the report include:

- ✓ Total Sales Calculation
- ✓ Total Profit Calculation
- ✓ Profit Percentage Calculation
- ✓ Month over Month Sales Growth

Key Visualizations Used in the Report:

- ✓ KPI Cards: Displaying total sales, costs, shipments, and profits for a quick overview.
- ✓ Line Chart: Tracking monthly sales performance trends.
- ✓ Bar Chart: Analyzing shipment distribution over time.
- ✓ Table/Matrix View: Detailed breakdown of salesperson performance with profit margins.
- ✓ Gauge Chart: Showing the achievement percentage of targets.

Insights Derived from the Report:

- ✓ Sales Trends: Identifying peak sales months and understanding demand patterns.
- ✓ Profitability Analysis: Recognizing high-margin products and cost-heavy areas.
- ✓ Regional Performance: Understanding which regions contribute the most to revenue.
- ✓ Operational Efficiency: Evaluating the effectiveness of the logistics and shipment process.
- ✓ Team Performance: Tracking individual sales contributions and setting performance benchmarks.

Conclusion:

This Power BI dashboard provides a data-driven approach to monitoring the performance of Awesome Chocolates. By leveraging interactive visualizations and powerful DAX calculations, the company can optimize sales strategies, improve logistics, and enhance overall profitability.