# Power BI Dashboard Pages Overview

## 1. Sales Overview & Performance

- Purpose: Monitor revenue, sales trends, and top-performing products.
- Key Insights:
- - Total Revenue & Profit
- - Best-selling products & categories
- - Sales by region
- Visuals:
- - Revenue trend line chart
- - Product sales ranking
- - Sales heatmap by country/region
- Filters: Date range, product category, region

## 2. Customer Behavior & Segmentation

- Purpose: Understand customer purchasing patterns, retention, and segmentation.
- Key Insights:
- - Customer Lifetime Value (CLV)
- - Repeat vs. new customers
- - High-value vs. low-value customers
- Visuals:
- - Customer segmentation clusters
- - Pie chart: returning vs. new customers
- - CLV distribution by segment
- Filters: Age, region, customer type

## 3. Time-Based Sales & Trends

- Purpose: Identify seasonality, peak sales periods, and long-term trends.
- Key Insights:
- - Sales growth trends (weekly/monthly/yearly)
- - Best & worst-performing seasons
- - Peak hours for sales
- Visuals:
- - Line chart: Sales over time
- - Heatmap: Sales per weekday/hour
- - Comparison of Q1/Q2/Q3/Q4
- Filters: Year, quarter, month

## 4. Website Traffic & Conversion Analysis

- Purpose: Track website visitor engagement and e-commerce performance.
- Key Insights:
- - Conversion rate (visits  purchases)
- - Bounce rate & session duration
- - Traffic sources (organic, paid, referral)
- Visuals:
- - Funnel chart: Visitor  Cart  Purchase
- - Pageviews trend line chart
- - Traffic source breakdown (pie chart)
- Filters: Device type, referral source, campaign

## 5. Shipping & Delivery Performance

- Purpose: Analyze shipping efficiency and detect delivery issues.
- Key Insights:
- - On-time delivery percentage
- - Delayed shipments breakdown
- - Shipping cost trends
- Visuals:
- - Carrier performance comparison
- - Delay rate heatmap by region
- - Shipping time trend over months
- Filters: Carrier, region, shipping method

## 6. Profitability & Discounts Impact

- Purpose: Analyze profitability, discount effectiveness, and margins.
- Key Insights:
- - Gross profit vs. net profit
- - Impact of discounts on revenue
- - Best & worst profit margin products
- Visuals:
- - Profit margin bar chart per product
- - Discount vs. revenue scatter plot
- - Revenue before & after discounts (comparison)
- Filters: Product, discount percentage

## 7. Return & Refund Analysis

- Purpose: Understand why products are returned and reduce return rates.
- Key Insights:
- - Return rate by product/category
- - Common reasons for returns
- - Refund impact on revenue
- Visuals:
- - Return reason pie chart
- - Bar chart: products with highest return rates
- - Refund impact on revenue (before vs. after)
- Filters: Product category, return reason