

End-to-End Sales Analytics Dashboard

From Messy Data to KPI-Ready Revenue

KPI-Eligible Revenue

31.45M

Total Orders

1889

Average Order Value

16.65K

Excluded Revenue (%)

5.38%

KPI Eligible Orders (%)

95.31%

East

North

South

West

Month



January

February

March

April

May

June

July

August

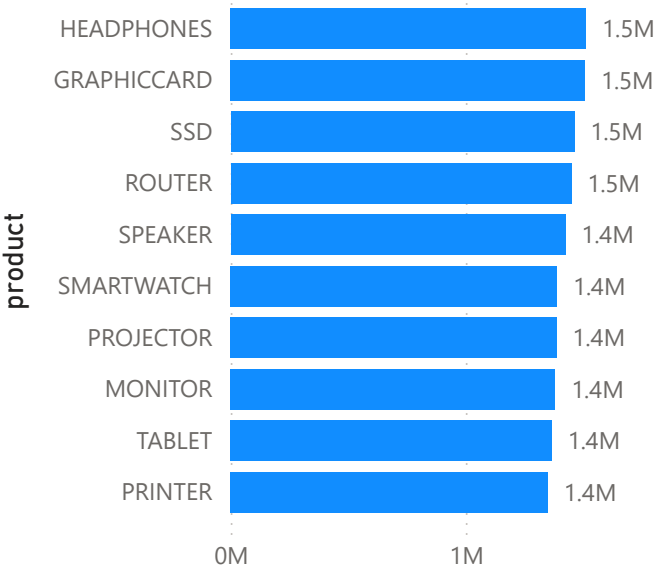
September

October

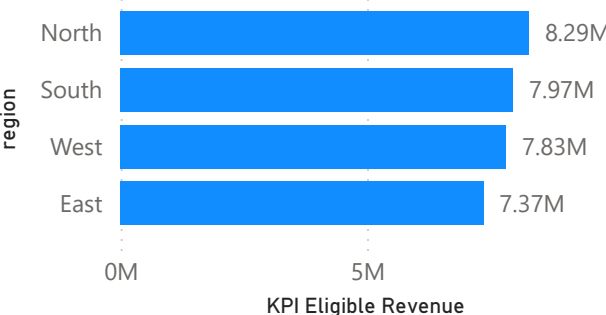
November

December

Top 10 Products by KPI Revenue



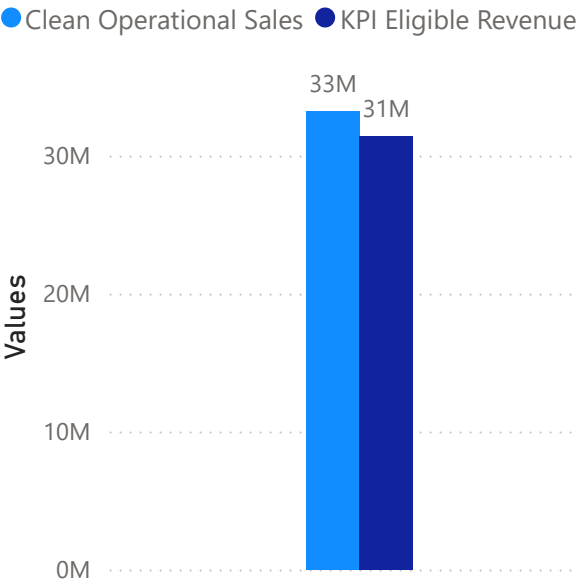
Revenue by region (KPI-Eligible)



KPI Eligibility Breakdown

kpi_eligible	Count of order_id
NO	609
YES	1889
Total	1982

Impact of Data Quality on Reported Revenue



KPI-Eligible Revenue Trend

