Sales Performance & Growth Analysis Dashboard

1. Background and Overview

In this project, I developed a Sales Performance Dashboard to provide real-time insights into revenue growth, profit margins, and demographic-driven sales behavior across multiple locations.

As a Business Intelligence Analyst, the goal was to:

- Track sales trends over multiple years

- Evaluate profit efficiency against cost

- Identify age group segments driving revenue

- Compare sales & profitability by city/location

- Support executive decisions on growth strategy and market targeting

Key Insights:

- Strong YoY Revenue Growth of 32.6%, reaching £4.25M

- High profitability with 74% profit margin, totaling £3.15M

- Middle-aged adults account for 68.02% of sales

- Equal revenue and profit distribution across Paris, London, and Accra

- 2023 shows sharp decline in sales

Strategic Recommendations:

- Focus on middle-aged adult campaigns

- Investigate 2023 performance drop

- Expand in consistently performing cities

- Align sales with seasonal demand

2. Data Structure Overview

Dataset Composition:

- TransactionDate, Product, AgeGroup, Location

- Revenue, Profit, TotalCost

- Time-based segmentation: Weekday, Month, Year, Quarter

Sales Performance & Growth Analysis Dashboard

ETL Process:

Excel (Power Query): Cleaned nulls, standardized dates, added age groups

SQL Server: Created dimension tables, aggregated financials

Power BI: Star schema model with DAX KPIs like YoY Growth, Profit %, SalesGrowth

3. Executive Summary

The dashboard offers:

- Clear visualization of total revenue, cost, and profit

- Trends from 2020 to 2023

- Age and location breakdown

- Dynamic filters (Month, Year, Quarter)

Executives can use it to drive smart decision-making based on clean, validated metrics.

4. Insight Deep Dive: 2023 Performance Drop

Line chart shows a steep drop in 2023 sales to £0.0M despite steady growth before. Possible causes:

- Incomplete data or import error

- Operational disruption

- Economic impact or demand shift

Next step: Validate 2023 data integrity, check production logs, cross-verify source files.

5. Recommendation & Professional Storytelling

From the strong mid-age demographic to balanced location-wise sales, the story is both growth and caution.

Next Actions:

- Audit 2023 dataset

- Increase marketing to high-performing demographics

- Optimize stock and marketing by location

Sales Performance & Growth Analysis Dashboard

- Trigger automated KPI alerts for future anomalies