



Filters (Slicers)

Warehouses and Categories: These slicers allow users to filter data based on specific warehouses or product categories. This interactivity provides flexibility, enabling users to focus on particular subsets of the data, making the report more adaptable for various analytical needs.

KPI Cards

Total Revenue (68.89M): This card presents the total revenue generated, offering a quick snapshot of overall financial performance.

Total Orders (269.21K): This card displays the number of orders processed, highlighting the business's operational scale.

Total Products Sold (1M): This card indicates the total volume of products sold, showing the overall market reach and product turnover.

These KPI cards were chosen to provide high-level metrics that summarize the company's key performance indicators at a glance. The simplicity of the cards allows viewers to quickly understand the scale of operations without diving into detailed data.

City-Wise Performance Table

Table for Total Revenue and Quantity Sold by City: This table breaks down revenue and quantity sold by city (e.g., Санкт-Петербург, Москва). The table format is ideal for presenting precise numerical data, making it easier to compare city-by-city performance. The summary row at the bottom provides cumulative values, giving a total overview.

KPI Chart

KPI Line Chart for Goal Tracking (139.49K): This chart visualizes revenue performance against a set goal, helping users assess progress. The line chart format is appropriate for tracking performance over time, and it includes both the actual KPI value and the variance from the goal, enabling stakeholders to quickly assess shortfalls or surpluses.

Category-Wise Revenue Pie Chart

Pie Chart for Revenue Distribution by Category: This pie chart shows revenue contribution by each product category, allowing users to understand which categories generate the most income. The pie chart is effective for illustrating proportional data and helps identify dominant and underperforming categories.

Top-Selling Products Bar Chart

Horizontal Bar Chart for Top-Selling Products: This chart ranks products by revenue, providing insights into product popularity. The bar chart format is suitable for comparing individual product performance and visually highlights the top revenue-generating products.

Order Frequency by User

Histogram for Order Frequency by User: This histogram categorizes users based on their order frequency, with bins for different order counts (e.g., 1-5 Orders, 6-10 Orders). This visualization helps identify the distribution of customer engagement levels and can be useful for targeting high- or low-frequency buyers.

Order Frequency by Date

Bar Chart for Order Frequency by Date: This bar chart displays the total quantity sold by date, revealing patterns in daily sales activity. The date-based bar chart is effective for tracking daily trends and seasonal fluctuations, which can aid in planning and resource allocation.

Conclusion

Each visual in this Power BI report serves a distinct purpose, providing insights into different aspects of the business:

Slicers and Cards enable interactive filtering and high-level overviews.

City Performance Table offers granular data by location, allowing for detailed geographical analysis.

KPI Chart tracks goals and highlights revenue progress.

Pie and Bar Charts provide breakdowns by category and product, revealing revenue distribution and top performers.

Order Frequency Charts show customer engagement patterns, useful for targeting marketing efforts.