



# Sales Insights and Performance Dashboard for NVIDIA

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# North Star Metrics

- ▶ 1. Total Revenue Numbers: Overall revenue generated during the analysis period.
- ▶ 2. Sales Quantity Numbers: Total units sold.
- ▶ 3. Year-over-Year (YOY) Growth: Comparing sales performance with previous years.
- ▶ 4. Revenue Breakdown: Analysis by regions, products, and customer segments.
- ▶ 5. Revenue Trends: Insights into how revenue evolves over time.

# Stakeholders Involved

- ▶ 1. Sales Director
- ▶ 2. Marketing Team
- ▶ 3. Customer Service Team
- ▶ 4. Data & Analytics Team
- ▶ 5. IT

# Success Criteria & Insights

- ▶ 1. Dashboard uncovering sales order insights with the latest data available
- ▶ 2. Sales team able to make better decisions & prove cost savings of total spend
- ▶ 3. Sales Analysts stop data gathering manually in order to save business time and reinvest in value-added activity
- ▶ 4. Projected to boost quarterly revenue by 8.5% - through enhanced market penetration, and streamlining decision-making for 38 key customers

# Tableau Dashboard

