Global Sales & Profit Performance Dashboard

Project Overview: This interactive dashboard was developed using **Power BI** by integrating data from **three distinct datasets**. The goal of the dashboard is to provide a comprehensive analysis of **global sales**, **profit trends**, **product category performance**, and **shipping efficiency** across various regions, countries, and time periods.

Key Highlights:

- Focused on analyzing **sales and profit** trends across countries and product categories.

- Designed for stakeholders to track **performance metrics** and make **data-driven decisions**.

- Utilized **all core features of Power BI** for a rich analytical experience.

Power BI Features Used:

1. **Data Modeling:**

   - Integrated and related three datasets.

   - Established relationships using primary and foreign keys.

2. **Power Query Editor:**

   - Cleaned and transformed data (e.g., removed nulls, merged queries).

   - Applied column formatting and filtering.

3. **DAX (Data Analysis Expressions):**

   - Created custom measures such as Total Sales, Total Profit, and Profit Margin.

   - Calculated KPIs like Avg Delivery Time and Avg Quantity.

4. **Visualizations:**

   - Bar, Column, Donut, and Line charts for different views.

   - **Map visualizations** for country and state-level sales.

   - **KPI Cards** for key metrics like Min/Max Profit, Total Orders, and Discounted Sales.

   - Interactive **Slicers** for filtering by Category, Region, Ship Mode, etc.

5. **Formatting & Design:**

o   Applied custom themes and consistent layout patterns.

o   Aligned visuals using grid structures.

o   Customized tooltips for better user understanding.

6. **Bookmarks & Navigation:**

o   Implemented page navigation with buttons (Home, Back).

o   Used bookmarks for visual transitions.

7. **Drill-down & Hierarchy:**

o   Enabled drill-down features for monthly and category-level analysis.

o   Implemented hierarchies for time-based and product-based exploration.

Results & Insights:

- Monitored **total profit** and **sales growth** trends over time.

- Identified **low-performing regions** and **profitable categories**.

- Evaluated **shipping modes** and their impact on delivery efficiency.

- Compared **target vs. actual sales** to assess goal achievements.

Conclusion: The "Global Sales & Profit Performance Dashboard" serves as a robust analytical tool that empowers business users and analysts to explore complex datasets with ease. It enhances business visibility and supports strategic decision-making through rich visual insights and dynamic filtering capabilities.