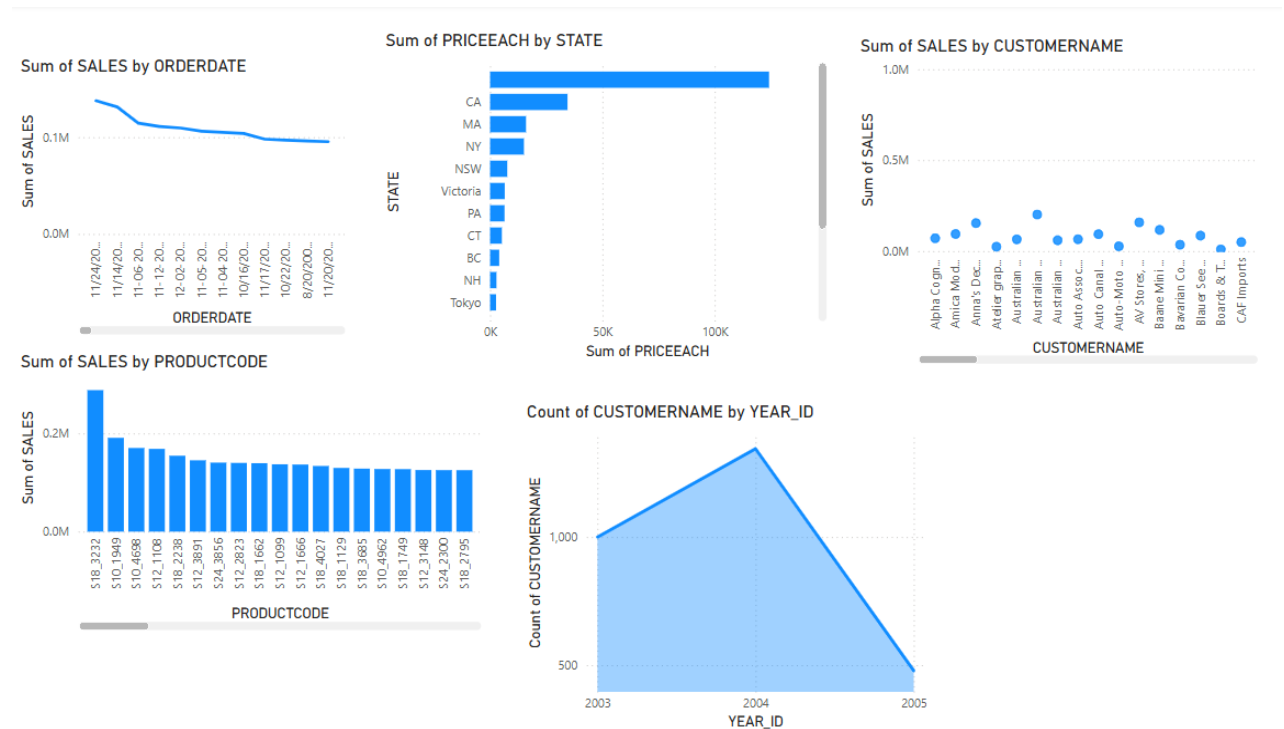


Choose the right KPI(Sales,Profit,Growth)

KPI:

A Key Performance Indicator (KPI) is a measurable value that helps track and assess progress toward a specific business goal. KPIs provide insights into how well a company, team, or individual is performing in relation to set objectives.

- **Sales KPI:** Tracks revenue, number of transactions, conversion rates, etc.
- **Growth KPI:** Measures percentage increase in revenue, customer acquisition, or market expansion.
- **Profit KPI:** Analyzes net profit, gross margin, and cost efficiency.

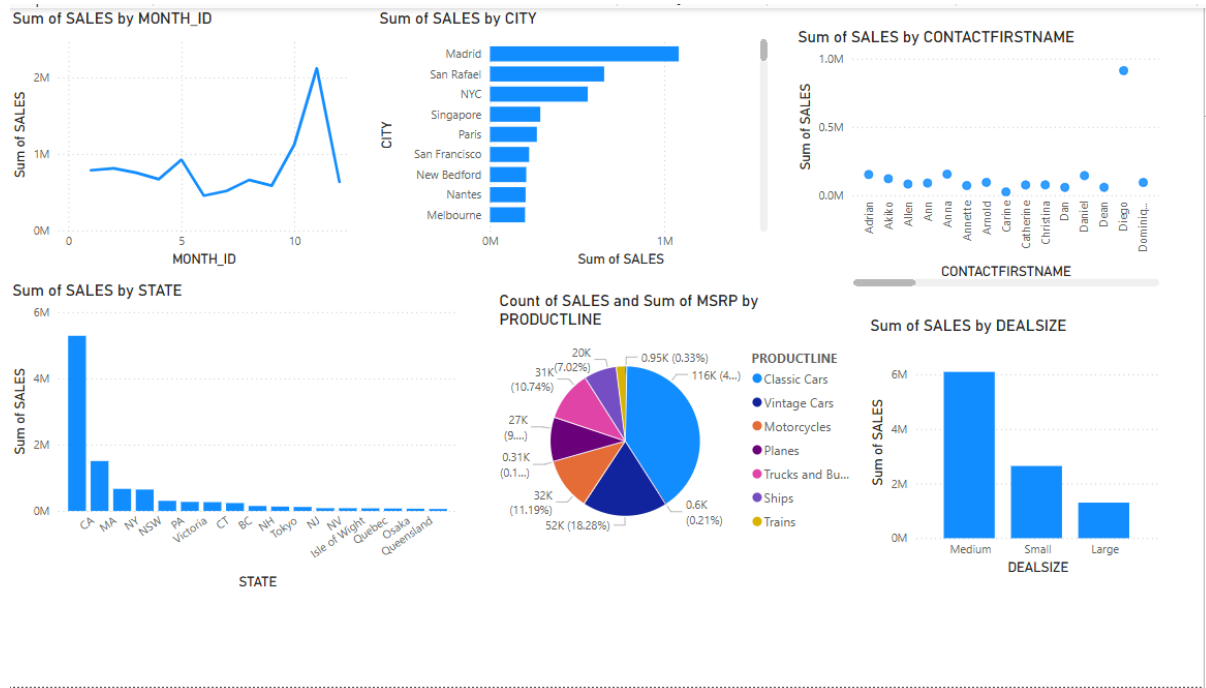


Time Series Analysis:

Time Series Analysis is a statistical technique used to analyze data points collected over time to identify patterns, trends, and seasonal variations. This method is essential for forecasting future values based on past behavior.

Key Components of Time Series Analysis:

1. **Trend** – Long-term movement in data (e.g., steady sales increase over years).
2. **Seasonality** – Recurring patterns at fixed intervals (e.g., holiday sales spikes).
3. **Cyclic Variations** – Fluctuations occurring over extended periods due to economic cycles.
4. **Irregular Variations** – Unpredictable changes due to external factors (e.g., pandemics, natural disasters).



Cards:

In Power BI, a Card is a visualization used to display a single key metric or summary value in a clear, easy-to-read format. It's commonly used to highlight important numbers like Total Sales, Profit, Customer Count, or Growth Rate.

Uses of Cards

1. Displaying Key Performance Indicators (KPIs)
2. Summarizing Totals & Aggregated Values
3. Enhancing Dashboard
4. Using Conditional Formatting
5. Interactive Filtering & Dynamic Updates

Austr...	Sum of SALES	630.62K	S10_16...	Sum of SALES	97.11K	Large	Count of...	157
Austria	Sum of SALES	202.06K	S10_19...	Sum of SALES	191.07K	Medium	Count of...	1.384K
Belgium	Sum of SALES	108.41K	S10_20...	Sum of SALES	106.02K	Small	Count of...	1.282K
<div> <div> 1.Sum of Sales and Country 2.Sum of Sales and Product Code 3.Deal Size and Count Quantity Ordered 4.Sum of sales and Status 5.QuaterID and Sum of sales </div> <div> CancelledSum of SALES194.49K DisputedSum of SALES72.21K In ProcessSum of SALES144.73K </div> <div> ¹Sum of SALES2.35M ²Sum of SALES2.05M ³Sum of SALES1.76M </div> </div>								

Page Navigator: