**Market Sales Analysis Dashboard – Design Documentation**

The dashboard was developed in **Power BI** to analyze market sales performance with a focus on advertising cost, total sales, competitive pricing, shelf location, and urban influence. The design combines high-level KPIs with detailed breakdowns, supported by interactive filters for user-driven exploration.

**Dashboard Design Process**

**A screenshot of a computer

AI-generated content may be incorrect.**

1. **Layout Planning**
   * The top section presents **key KPIs**: Total Advertising Cost, Total Sales, Total Population, Average Age, and Average Education.
   * The middle section contains **distribution charts** (pie charts for competitive price and income by shelf location).
   * The bottom section provides **comparative bar charts** (urban vs non-urban splits, advertising, and comp price comparisons).
   * Interactive slicers (US, Quality, Urban) were placed at the top-right to filter data dynamically.
2. **Visual Element Selection**
   * **KPI Cards**: To highlight crucial values at a glance.
   * **Pie Charts**: Used for percentage distribution of Competitive Price and Income across shelf locations (Good, Bad, Medium).
   * **Bar Charts**: Used for direct comparisons such as Urban Count, Sales by Urban, Advertising by Urban, and CompPrice by Urban.
   * **Stacked Layout**: Ensures a clear flow from overview (KPIs) → segmentation (pie charts) → comparisons (bar charts).
3. **Interaction Features**
   * Filters allow users to explore results based on geography (US), product quality, and urban status.
   * Dynamic chart updates ensure data-driven exploration and support decision-making.

**Color Scheme and Storytelling**

* A **blue-green gradient background** was selected for a professional, modern aesthetic.
* **Blue tones** represent reliability and trust, ensuring readability.
* **Shelf Location Categories** were color-coded consistently:
  + Good = Blue
  + Bad = Orange
  + Medium = Red
* The design narrative begins with **overall KPIs** moves into **shelf location analysis** (competitor influence and income), and then compares **urban vs non-urban factors**, enabling managers to trace performance from macro to micro level.

**Key Business Questions**  
The dashboard is designed to address the following business questions:

* How much are we spending on advertising, and how does it relate to total sales?
* How do shelf locations influence competitive price and income?
* Are there significant differences between urban and non-urban markets in terms of sales and advertising?
* What demographic factors (population, age, education) play a role in market sales?

Conclusion:  
This dashboard integrates both analytical depth and visual clarity, supporting better business decision-making. Its design allows managers to move from high-level KPIs to detailed comparisons through interactive filters, ensuring insights are both accessible and actionable. By combining effective layout planning, color storytelling, and user-driven interactivity, the dashboard aligns with business intelligence objectives and best practices in Power BI visualization.