

Agile Dashboard Implementation

Sales & Profit Analysis using Power BI

A dashboard designed to analyze regional sales performance and profitability trends.

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Regional Sales & Profit Analysis Dashboard

Total Sales
2.30M

Total Profit
286.40K

Avg Profit Margin %
0.12

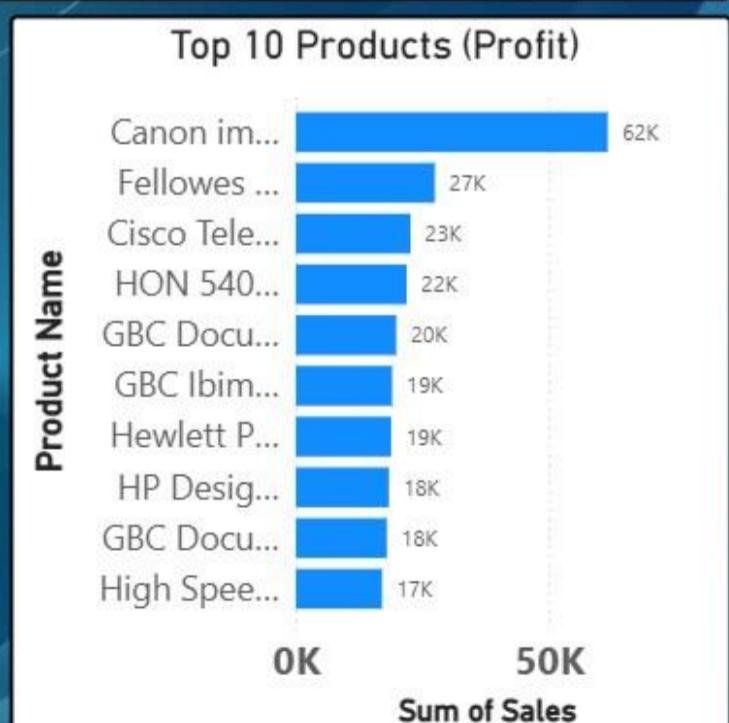
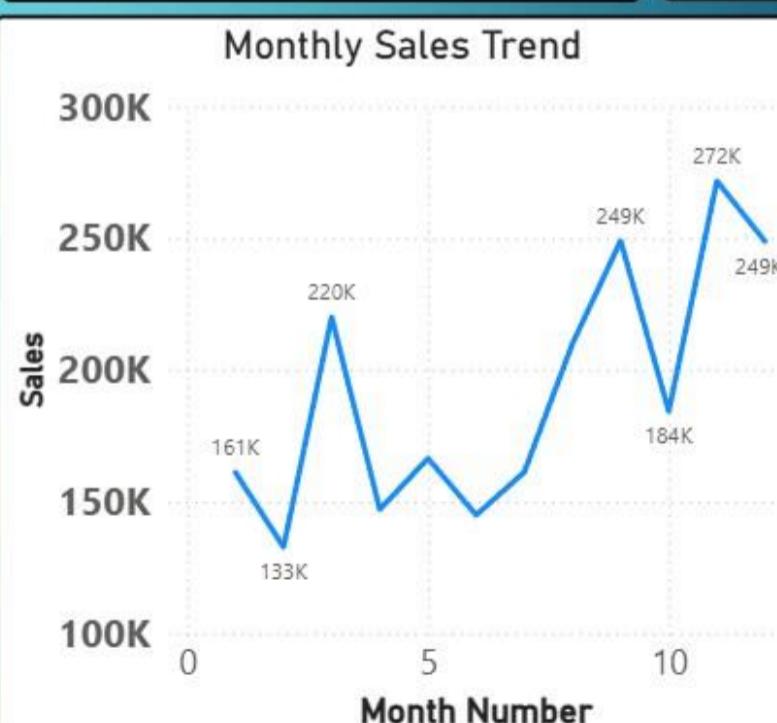
Total Quantity
38K

Region
Central
East



Category
Furniture
Office Supplies
Technology

Year
2014 2017



GitHub: <https://tinyurl.com/4as5c7fs>

Tools Used: Power BI, Excel, DAX, Agile SDLC

Swipe to view full case study



Project Summary –

This project focuses on designing an interactive Sales & Profit Analysis Dashboard using Microsoft Power BI. The goal was to transform the Global Superstore dataset into actionable insights that help business teams monitor performance across regions, categories, and products.

To simulate a real-world analytics workflow, the project was executed using Agile-style sprints with structured documentation inspired by the SDLC framework.

The development included data cleaning, DAX calculations, visual creation, layout design, and insight extraction.

The final dashboard allows decision makers to understand key business questions such as:

- . Which regions perform best in sales and profit?**
- . Which categories and products drive profitability?**
- . How do monthly sales trends behave throughout the year?**
- . Where can the business identify opportunities for improvement?**

Project Objectives –

1. Create a simple and interactive dashboard

so anyone can track sales, profit, margin percentage, product performance, and trends without needing technical skills.

2. Use an Agile approach

by breaking the work into small, manageable tasks (sprints), making it easier to plan, review, and improve.

3. Clean and prepare the dataset

to remove errors, fix inconsistencies, and make the data reliable for analysis.

4. Build useful calculations with DAX

like Total Sales, Total Profit, Profit Margin %, and Month-Year fields that make the dashboard more meaningful.

5. Present insights clearly

so users can instantly understand which regions perform well, which products are profitable, and when sales peak.

6. Deliver a complete case study

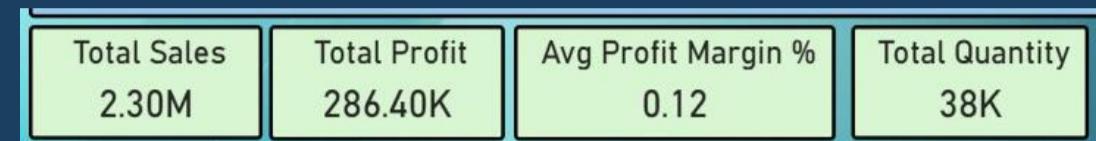
including the charter, dashboard, analysis report, and all supporting files to demonstrate end-to-end project work.

Next: Dashboard Insights 

Dashboard Overview –

The dashboard is designed to give a quick, interactive view of sales and profit performance across regions, categories, and products. It helps users understand where the business is performing well, where margins are low, and which products contribute the most to revenue and profitability.

Breakdown of Dashboard Visuals –



1. KPI Cards

Total Sales, Total Profit, Profit Margin %, Total Quantity Sold

These KPIs give an instant summary of the company's overall performance. They help users quickly compare revenue, profitability, and volume sold without diving into details.

2. Sales by Region

Shows how each region (West, East, Central, South) performs in terms of sales and profit.

This helps identify strong and weak markets and highlights where expansion or new strategies may be needed.



3. Profit by Category

Compares profitability across Furniture, Office Supplies, and Technology.

It helps businesses understand which categories contribute the most to profit and which require cost or pricing adjustments.



4. Monthly Sales Trend

A line chart showing how sales change throughout the year.

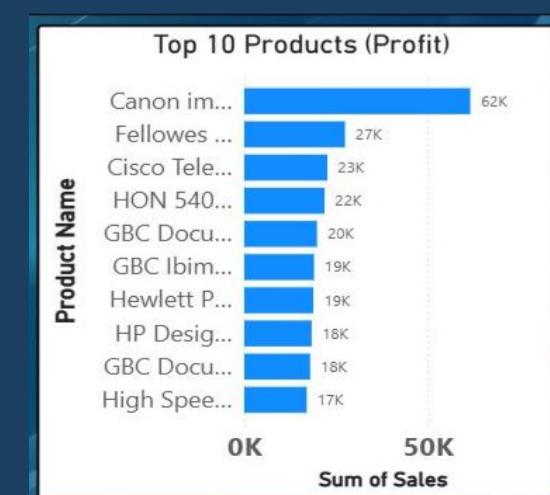
This highlights seasonal spikes (like in November and December) and helps plan inventory, marketing campaigns, and forecasting.



5. Top 10 Products by Profit

Shows the highest profit-generating products.

It identifies key SKUs that drive profitability and helps guide product strategy, stocking decisions, and promotional focus.



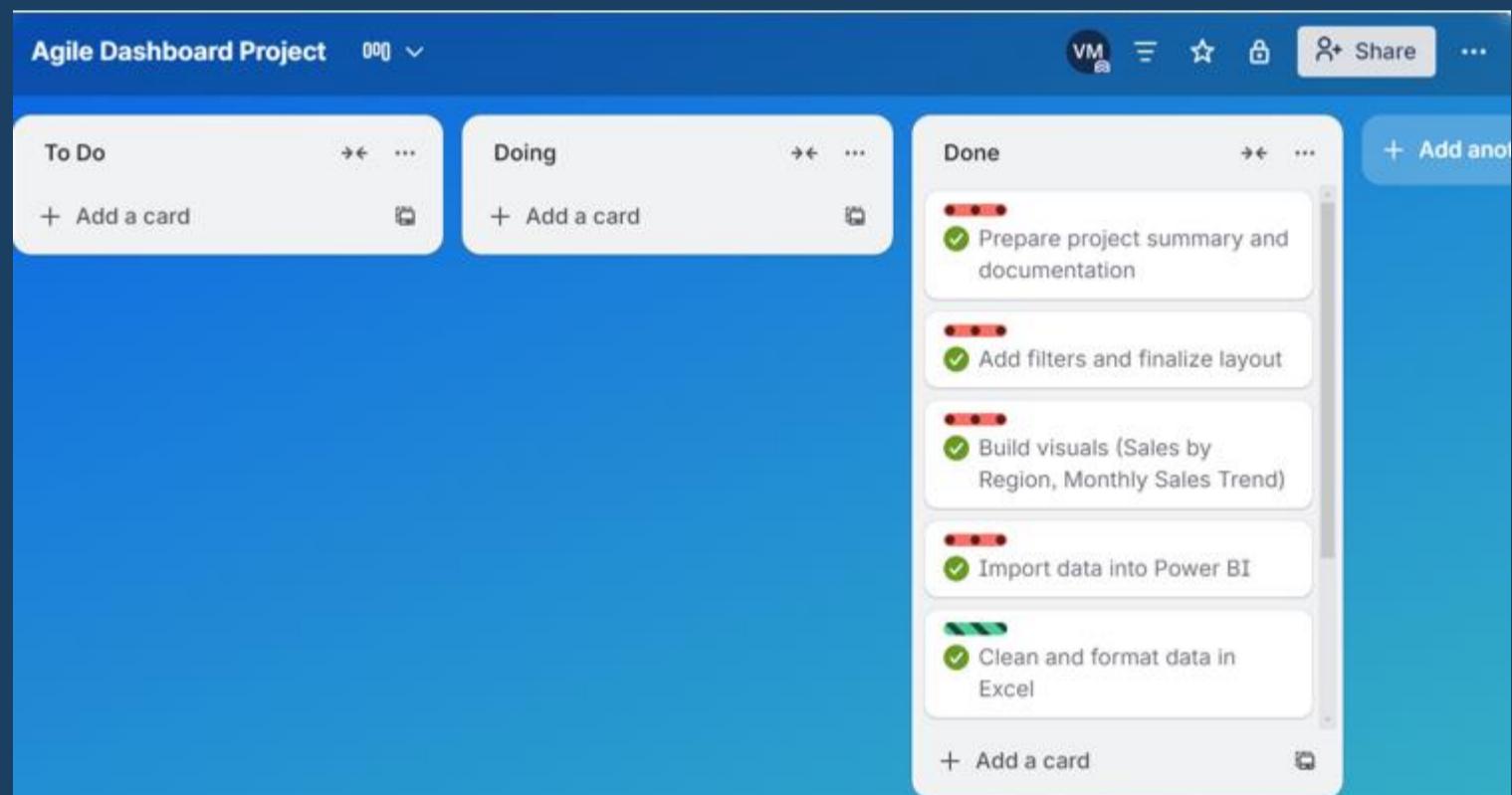
Continue to Agile Workflow



Agile Process: Sprints & Task Tracking

Task	Sprint	Priority	Status	Remarks
Collect sales dataset from Kaggle	Sprint 1	High	Done	Used Superstore Sales Data
Clean and format data	Sprint 1	High	Done	Removed duplicates, renamed columns
Create calculated column (Profit Margin %)	Sprint 1	Medium	Done	Added new field
Build visuals (Sales by Region, Monthly Trend)	Sprint 2	High	In Progress	Power BI visuals
Add filters and slicers	Sprint 2	Medium	To Do	Filter by region & month
Finalize layout and colours	Sprint 2	Medium	To Do	Dashboard polish
Prepare short project summary	Sprint 2	Medium	To Do	Documentation

[IMG: sprint Backlog (Excel): Listing tasks, priorities, and sprint allocation.]



[IMG: Trello Board: Visual tracking of task progress across both sprints]

Using Agile helped structure the project into manageable sprints.

Sprint 1 focused on data preparation, while Sprint 2 focused on dashboard creation and documentation. Trello and Excel made it easy to track progress and ensure timely delivery.



Key Insights from the Dashboard

Regional Insights –

West region leads in overall sales, followed closely by East.
Profit margins in the West are slightly lower, indicating discount-heavy sales or higher costs.
Central region shows the weakest numbers, signaling potential growth opportunities or underperforming markets.

Category-Level Performance –

Technology category is the top profit contributor, with strong margins and consistent performance.
Office Supplies deliver stable revenue, with moderate profit levels.
Furniture generates good sales but lower profit, likely due to higher logistics, storage, and shipping costs.

Product-Level Insights –

A small group of top products generates a large portion of total profit.
The Canon image CLASS series stands out as the strongest performer.
Long-tail products contribute very little, showing opportunities to optimize inventory or marketing focus.

Monthly Sales Trends –

Sales peak sharply in November and December, marking seasonal demand phases.
Mid-year months show steady but moderate performance, useful for planning budgets and campaigns.
These patterns help with forecasting, stock planning, and targeted promotions.

Profitability Indicators –

Average profit margin is around 12%, showing overall healthy performance.
High-margin sales are concentrated in a few regions and product lines, useful for strategy development.

Repository

GitHub: <https://tinyurl.com/4as5c7fs>

Thank You

**Thank you for reviewing this case study.
I'm always open to connect and collaborate.**



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