

Product & Sales Performance



Dashboard

\$1.5K



Avg Bicycle Price

\$7.69M



Total Sales

14K



Total Stock Quantity

7K



Total Orders

Store

Baldwin B...

Rowlett Bi...

Santa Cru...

Status

1

2

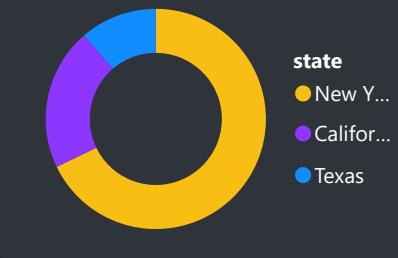
3

4

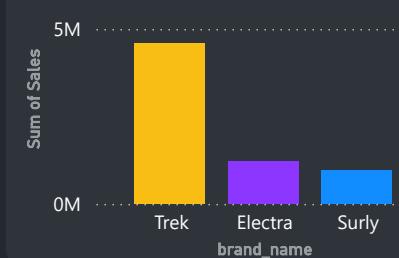
Total Sales by Store



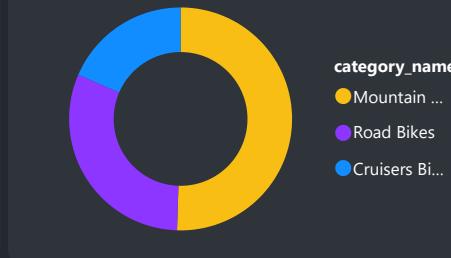
Total Sales by state



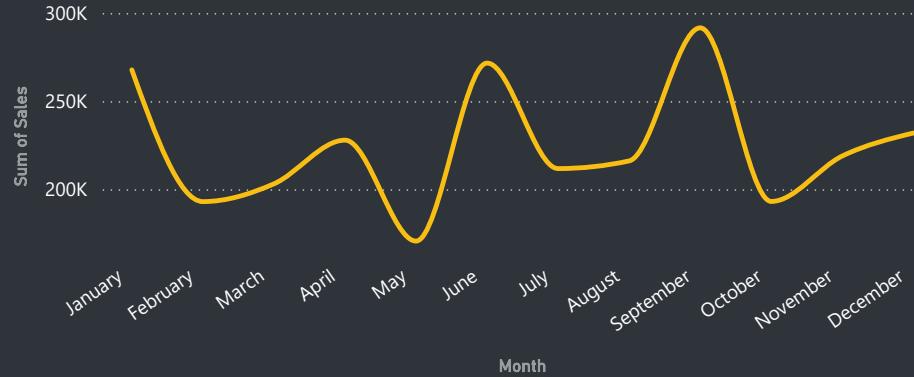
Total Sales by Brand



Total Sales by Category



Monthly Sales Trend



Top 5 Products



Importing the Data

The sales and production dataset includes the following tables:

- Orders
- Order Items
- Customers
- Products
- Categories
- Brands
- Stores
- Staffs
- Stocks

This allows Power BI to connect sales, products, customers, stores, and inventory data together.

Creating the Data Model

To make the dashboard work correctly, relationships were created:

- Orders → Order Items (one to many)
- Orders → Customers (many to one)
- Orders → Stores (many to one)
- Orders → Staffs (many to one)
- Order Items → Products (many to one)
- Products → Categories (many to one)
- Products → Brands (many to one)
- Stores → Stocks (one to many)
- Products → Stocks (one to many)

This data model ensures accurate filtering and aggregation across all visuals.

Creating Calculated Columns

New calculated columns were created to support time-based analysis and visuals.

MonthName

Shows month name:

MonthName = FORMAT(Orders[order_purchase_timestamp], "MMMM")

MonthNum

Used to sort the months in correct order:

MonthNum = MONTH(Orders[order_purchase_timestamp])

Sort by Column → MonthNum.

Creating Measures

Quantity

Quantity = SUM('Order Items'[quantity])

This measure calculates the total number of items sold.

Total Sales

Total Sales = SUMX(
'Order Items',
'Order Items'[quantity] * 'Order Items'[list_price] * (1 - 'Order Items'[discount]))

Total Orders

Total Orders = COUNT(Orders[order_id])

Completed Orders

Completed Orders = CALCULATE(COUNT(Orders[order_id]), Orders[order_status] = 4)

AOV (Average Order Value)

AOV = [Total Sales] / [Completed Orders]

These measures are used in KPI cards and charts.

Building the Main Dashboard Page

A. KPI Cards

These cards display the main business metrics at the top of the dashboard:

- Total Sales
- Total Orders
- Average Order Value
- Total Stock Quantity

The KPI cards show key numbers and help managers understand overall performance quickly.

Creating (Filters Section)

Interactive filters were added to allow users to explore the data dynamically:

- Store
- Order Status

These filters make the dashboard more flexible and user-friendly.

Creating Additional Charts

The dashboard includes the following visuals:

Bar chart — Total Sales by Store

Uses Stores table and Total Sales measure.

Donut chart — Total Sales by State

Uses Customers table and Total Sales measure.

Bar chart — Total Sales by Brand

Uses Brands table and Total Sales measure.

Donut chart — Total Sales by Category

Uses Categories table and Total Sales measure.

Line chart — Monthly Sales Trend

Uses MonthName and Total Sales.

Bar chart — Top 5 Products by Sales

Uses Products table and Total Sales measure.