Dashboard Overview

The Awesome Chocolates **Sales Dashboard** was developed for educational and recruitment purposes to showcase skills in data modeling, visualization, and report design using Power BI.

Data Modeling:
- Managed relationships between multiple tables to ensure accurate data connections.
- Added Calendar Table to enable time-based calculations and created (and modified) calculated columns
- Developed key **DAX measures**, including:
    a. **Basic aggregations** using IF, COUNTROWS, DIVIDE, and CALCULATE.
    b. **Sales dynamics** analysis with Month-over-Month (MoM) and Year-over-Year (YoY) calculations.
    c. **Custom KPIs** for business insights.
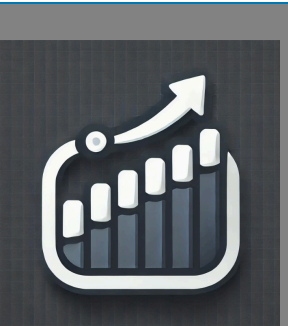- Implemented **data grouping** and added parameters in the Measures Pane.

Data Visualizations:
- Designed **KPI cards** to display key financial metrics (Revenue, Costs, Profit, and Shipments) with **MoM dynamics** as reference.
- Created multiple interactive charts and tables, including:
    a. **Gauge Chart** – Displays Profit % against the target;
    b. **Line Chart** – Shows monthly sales trends with tooltips for additional context;
    c. **Bar Chart** – Represents total shipments distributed by box sizes (bins).
    d. **Advanced Table** – Sales Person/Product performance table with **conditional formatting and icons** to indicate performance levels.
- Added **Bookmarks and Navigation Buttons** to toggle between Sales People vs Product Performance views.

Interactivity & User Experience:
- Implemented **dynamic filtering** for country and product categories.
- Added **Tooltips** to the Line Chart for deeper insights.
- Designed an intuitive layout with **clear data segmentation and strategic placement of visuals** to enhance readability.

Source of data: Chandoo.org

Dashboard

Total REV	Total Costs	Total Profit	Total Shipments
$12M	**$1,3M**	**$10,9M**	**2K**
Current Month: **1,01M**	Current Month: **101,71K**	Current Month: **907,19K**	Current Month: **170**
MoM %: **-0,7%**	MoM %: **-10,1%**	MoM %: **0,5%**	MoM %: **-2,3%**

% Profit & Target

60,0%

0,0% — **89,1%** — 100,0%
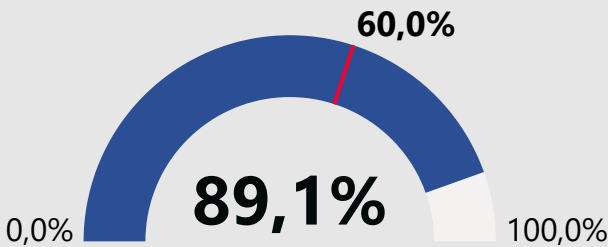
Tabs: Total REV | Total Boxes vol | Total Shipments | Total Costs | Total Profit

Total REV by Start of Month

(Line chart, Total REV axis $800K–$1 000K, x-axis: mar 2023, maj 2023, lip 2023, wrz 2023, lis 2023, sty 2024)
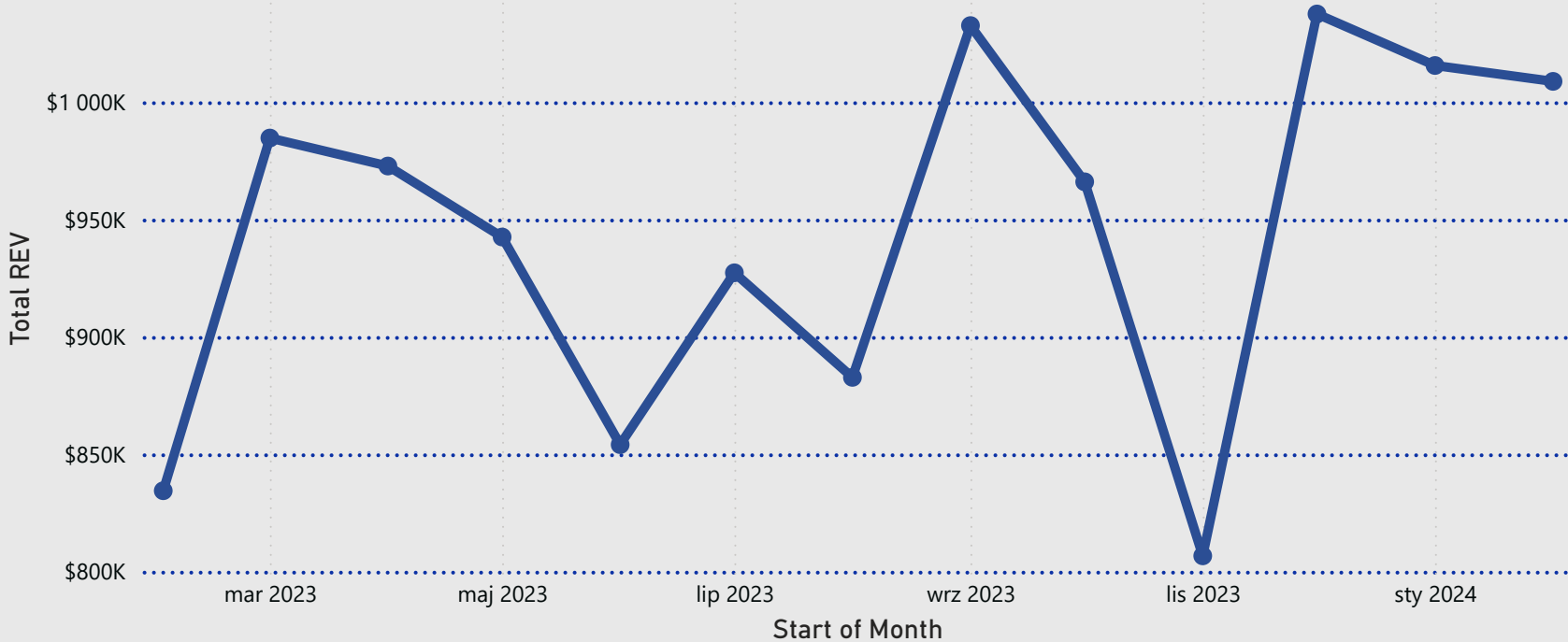
Total shipment by Boxes (bins)

(Histogram, Total Shipments axis 0–400, Boxes (bins) axis 0–1000)

LBS %
0,00% — **27,84%** — 100,00%
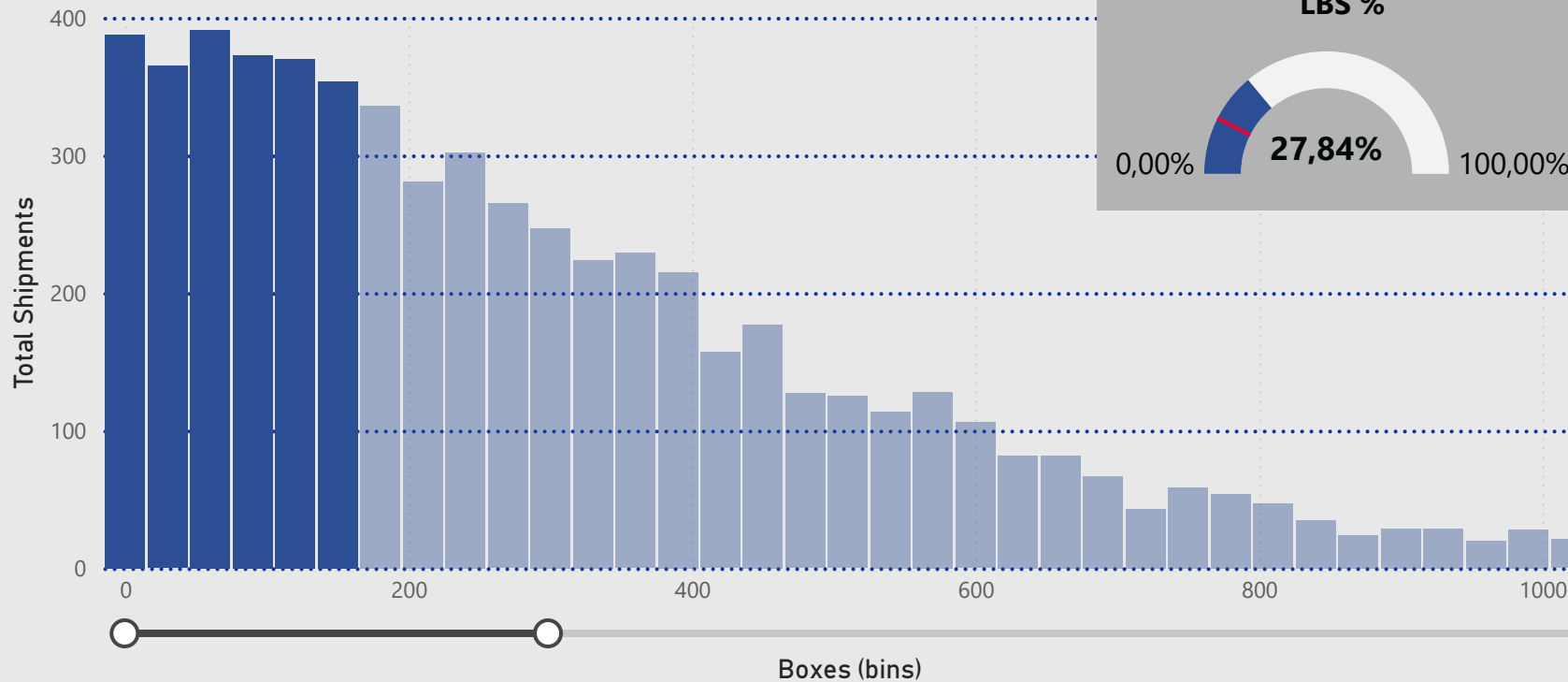
Agent	REV	Profit	Profit %	LBS %	Target
Andria Kimpton	$388K	$347,4K	89,5%	28,38%	✅
Barr Faughny	$410K	$360,2K	87,9%	29,27%	✅
Beverie Moffet	$358K	$316,5K	88,4%	32,05%	✅
Brien Boise	$437K	$383,0K	87,7%	26,14%	✅
Camilla Castle	$477K	$426,3K	89,5%	31,52%	✅
Ches Bonnell	$409K	$353,8K	86,5%	18,60%	✅
Curtice Advani	$435K	$384,7K	88,3%	28,57%	✅
Dennison Crosswaite	$529K	$466,8K	88,2%	25,49%	✅
Dotty Strutley	$531K	$481,4K	90,6%	32,22%	✅
Gigi Bohling	$526K	$463,6K	88,2%	26,37%	✅
Gunar Cockshoot	$559K	$503,7K	90,0%	26,80%	✅
Husein Augar	$598K	$544,7K	91,1%	35,56%	✅
Jan Morforth	$517K	$464,2K	89,7%	29,03%	✅
Jehu Rudeforth	$545K	$472,6K	86,6%	17,31%	✅
Kaine Padly	$473K	$421,7K	89,2%	30,00%	✅

Sidebar

- Bars
- Bites
- Other

- Australia
- Canada
- India
- New Zealand
- UK
- USA