Sales Analysis Dashboard

Turning Data into Actionable Insights & Performance Metrics

Executive Summary

Evaluating ₦118M+ in revenue across 5 international markets

Dashboard Overview

A Professional Visualization Tool

Built entirely in Microsoft Power BI, this dashboard analyzes sales performance, profitability, and manufacturing costs across international segments.

It features dynamic slicing and filtering, allowing stakeholders to isolate performance metrics by specific **Years, Countries, and Customer Segments** for granular data exploration.

The centralized view enables rapid identification of key product contributors and geographic strengths.

Key Performance Indicators

₦118.7M

TOTAL SUM OF SALES

₦16.89M

TOTAL NET PROFIT

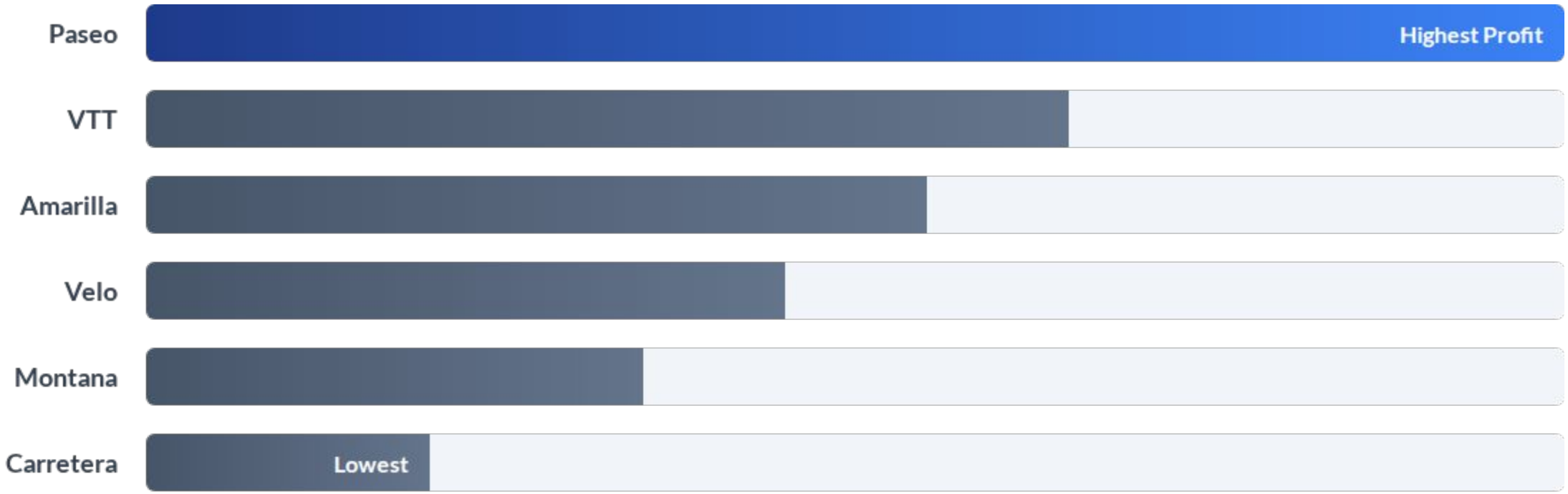
Scale of Operations

The business operates a multi-million Naira portfolio, driven by a focused catalog of **6 distinct products**.

These products are actively distributed and sold across **5 international countries**, primarily concentrated within North American and European markets.

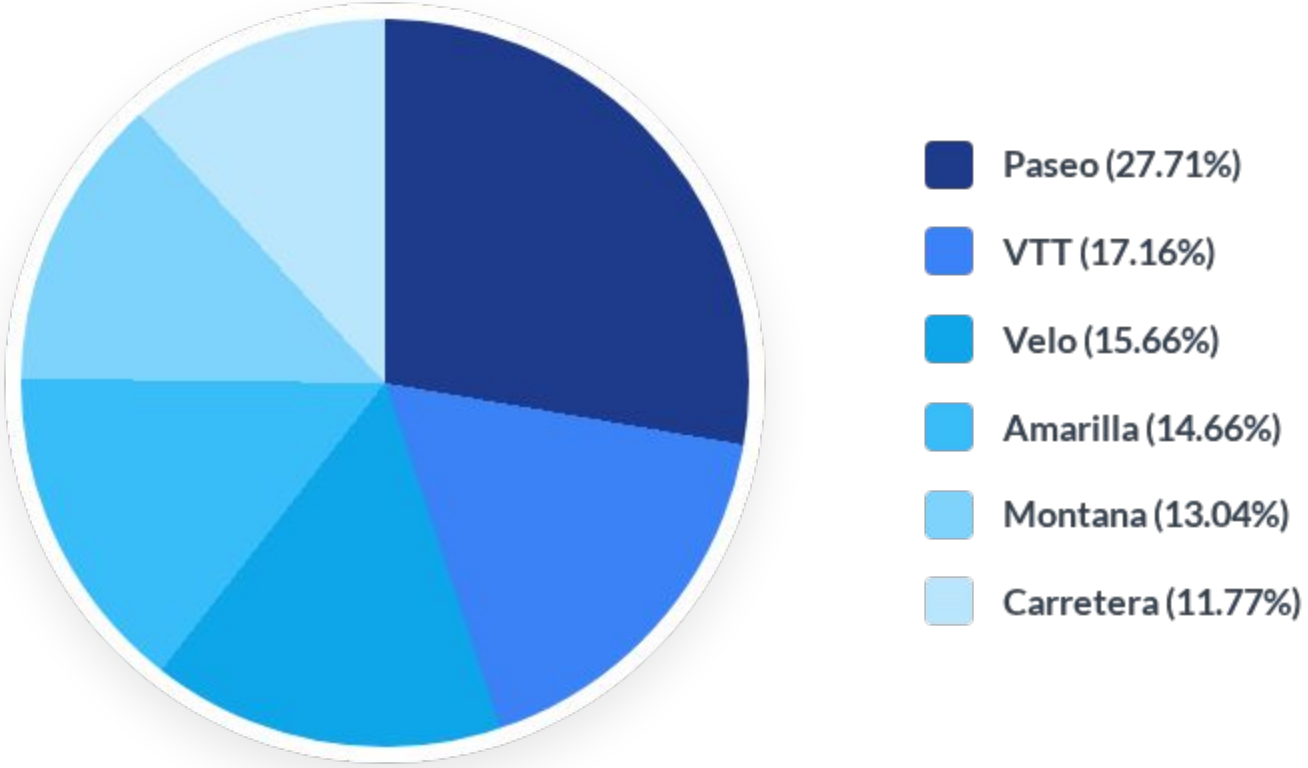
Total manufacturing and production costs (COGS) to sustain this operational scale amount to **₦101.83M**.

Profit by Product



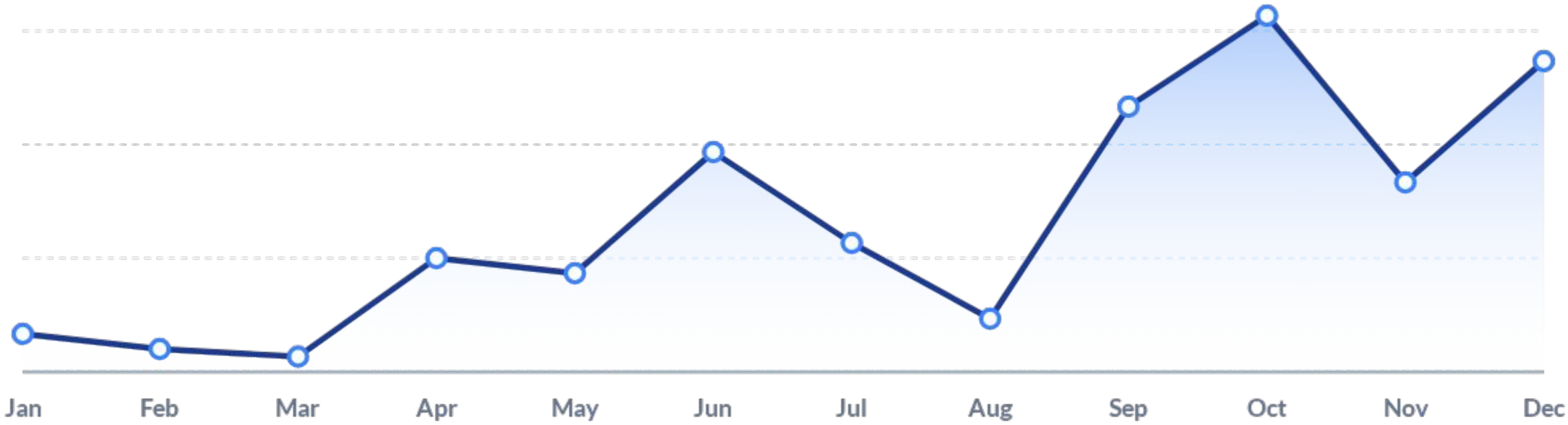
The "Paseo" Phenomenon: Paseo is the undisputed cash cow for the business, generating significantly more profit than the next best-performing products (VTT and Amarilla).

Cost of Goods Sold (COGS) Distribution



COGS is fairly distributed across the catalog. However, capturing nearly 28% of the total manufacturing and operational budget, Paseo requires the highest investment to sustain its massive sales volume.

Profitability Seasonality (Chronological Trend)



The business is highly seasonal. **October, December, and September** drive the bulk of annual profit, while late-winter and early-spring months yield the lowest returns. Q4 marketing should be prioritized.

Cost vs. Margin Analysis

The Paseo Advantage

Despite dominating total Sales and total COGS volume, Paseo possesses a notably lower base manufacturing price per unit compared to other premium items in the catalog.
This advantageous pricing structure is the primary reason it yields massively superior profit margins when scaled.

Optimization Opportunity

Products like **VTT** and **Amarilla** possess the highest individual manufacturing prices in the entire product line.
Despite their high costs, they are significantly outpaced in overall profit by Paseo. The business should investigate if the high manufacturing costs of these products can be optimized or reduced.

Key Strategic Insights

Product Dominance

The "Paseo" product is the absolute anchor of the portfolio. Sales volume directly correlates with its profit outcomes, reinforcing it as the top-tier offering.

Geographical Focus

Current active sales are heavily clustered in North American and European markets. Future expansion strategies should analyze these specific regional preferences.

Q4 Leverage

Given the dramatic spikes in September, October, and December, aggressive marketing budgets and inventory stocking should be strictly aligned with the Q4 timeline.

Tools & Methodology

Data Processing Extensive data cleaning, transformation, and validation were performed strictly within Power BI to ensure high accuracy.

Aggregation Data was summarized and structured utilizing advanced Pivot Tables, allowing for scalable calculations across multiple dimensions.

Visual Engineering The dashboard interface employs varied visual techniques—including Map, Funnel, Pie, and Column charts—to match specific data types to their best visual representation.

Interactivity Implemented dynamic slicers, empowering end-users to autonomously filter and cross-reference data by specific countries, years, and business segments.

Let's connect!

Ready to turn data into actionable insights together.

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