Sales Analytics Dashboard

Sales Analytics Dashboard - Link

INDUSTRY	CLIENT
Automobile	A global automotive company managing a diverse portfolio of product lines, serving customers through an extensive network of dealerships and sales channels.

OVERVIEW

The Sales Analytics Platform is a centralized Power BI solution that integrates data from multiple sources into a scalable reporting platform, enabling stakeholders to monitor sales performance, analyze customer behavior, identify growth opportunities, and make data-driven decisions.

APPROACH

Collect & Prepare

- Integrated data from SQL Server, Excel files, and other business sources.
- Performed data cleansing, validation, and standardization to improve reporting accuracy.

Transform & Model

- Designed a scalable star schema data model optimized for analytical reporting.
- Created fact and dimension tables to support sales, customer, product, and time-based analysis.

Analyze & Visualize

- Developed interactive Power BI Report for sales, customer, product, and distribution analysis.
- Built advanced DAX measures for MAT, YTD, T3, T1, growth trends, customer retention, churn, and revenue analysis.
- Enabled Custom tooltip, dynamic drill-down, filtering, and comparative analysis across multiple business dimensions.

Consolidate & Scale

- Created a scalable architecture capable of supporting future business growth and additional data sources.

THE PROBLEM

The client faced several challenges in monitoring and analyzing business performance:

- Heavy reliance on static Excel-based reports.
- Limited visibility into customer retention and churn trends.
- Sales data existed across multiple disconnected sources.
- Manual reporting processes increased turnaround time.
- Difficulty tracking performance across MAT, YTD, and historical periods.
- Limited ability to identify growth opportunities, customer behavior patterns, and product performance trends.
- Lack of a centralized reporting platform for business decision-making.

SOLUTION OFFERED

Designed and implemented an end-to-end Sales Analytics Platform that transformed raw transactional data into an enterprise-grade business intelligence solution.

The solution included:

- Multi-source data integration framework.
- Automated data cleansing and transformation processes.
- Enterprise-scale Power BI semantic model.
- Advanced DAX calculations.
- Customer lifecycle and retention analysis.
- Product and distribution performance analytics.
- Executive-level sales dashboards and business scorecards.
- Incremental refresh implementation for large-volume datasets.

KEY FEATURES

- **Customer Growth & Retention Analysis**
  Monitor customer acquisition, retention, reactivation, and churn trends to identify growth opportunities and improve customer lifetime value.

- **Sales Trend & Performance Monitoring**
  Track business performance across multiple time horizons, enabling stakeholders to evaluate growth trends, seasonality patterns, and long-term business performance.
- **Product Portfolio Analysis**
  Identify high-performing and underperforming products, brands, and categories to support assortment optimization, inventory planning, and strategic decision-making.
- **Market & Regional Performance Tracking**
  Compare business performance across regions, markets, and distribution channels to identify strengths, weaknesses, and expansion opportunities.
- **Self-Service Analytics**
  Enable business users to independently explore sales, customer, and product data through dynamic filtering, drill-through functionality, and customizable analysis views.
- **Scalable Reporting Framework**
  Establish a centralized and reusable reporting architecture that supports future business growth, additional data sources, and evolving analytical requirements.

BUSINESS IMPACT

The solution significantly improved the client's ability to monitor and optimize business performance.

Key Benefits

- Reduced dependency on manual Excel reporting.
- Improved visibility into sales, customer, and product performance.
- Enabled faster and more accurate decision-making.
- Enhanced customer retention and churn monitoring.
- Improved reporting consistency across departments.
- Reduced report refresh and processing times through incremental refresh.
- Established a single source of truth for business KPIs.
- Increased stakeholder adoption through interactive self-service analytics.

OUTCOME

By transforming transactional business data into a centralized analytics platform, the client gained a comprehensive view of sales performance, customer behavior, and product distribution.

The solution enabled stakeholders to:

- Monitor sales KPIs in near real-time.
- Track customer retention and churn patterns.
- Identify growth opportunities across customers and products.
- Analyze sales trends across multiple time periods.
- Improve revenue performance through data-driven decision-making.
- Access a centralized reporting platform for strategic business planning.

The dashboard became the primary reporting solution for sales and customer analytics, supporting operational and strategic decision-making across the organization.

TECHNOLOGIES & EXPERTISE

Power BI | SQL Server | Power Query | Data Modeling | DAX | Excel | Incremental Refresh | Semantic Modeling | Star Schema Data Modeling