



- > This dashboard offers a comprehensive view of the company's B2B sales and distribution performance.
- > The dataset is structured using a Star Schema model, with order transactions stored in a central Fact table and supported by key Dimensions including Customers, Products, Employees, Territories, Shippers, and Dates.
- > The dashboard provides actionable insights that help decision-makers evaluate sales trends, understand customer behavior, identify top- and low-performing products, measure employee productivity, and assess shipping efficiency across different regions.
- > This model enables fast, flexible, and reliable analysis across multiple business perspectives.



**Sales Trends
Analysis**



**Customer
Insights**



**Product
Performance**



**Shipping &
Delivery**



**Geographical
Analysis**



**Employee
Performance**



**Deep Dive
Analysis**

Sales Trends & Seasonality Analysis



Filters



Total Sales

\$475K

Net Sales

\$445.8K

Year-To-Date Sales

\$178.67K

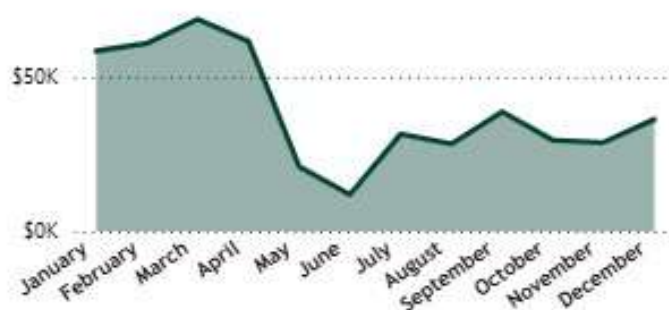
Year Over Year Sales Growth

60.31%

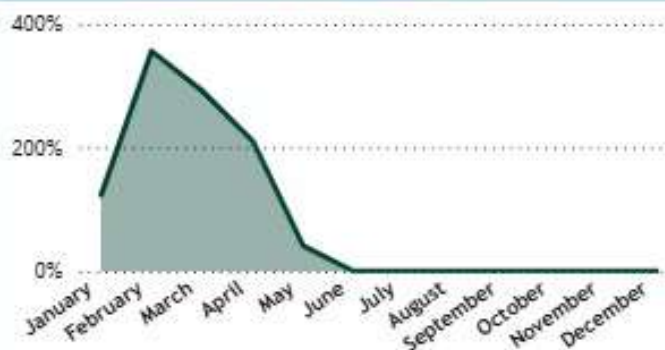
Weekday vs Weekend Sales Growth

67.61%

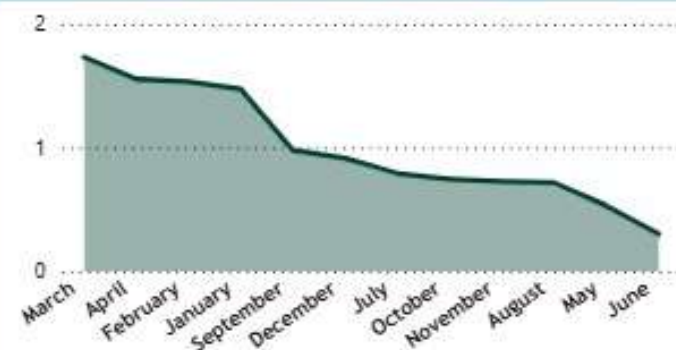
Total Sales by Month



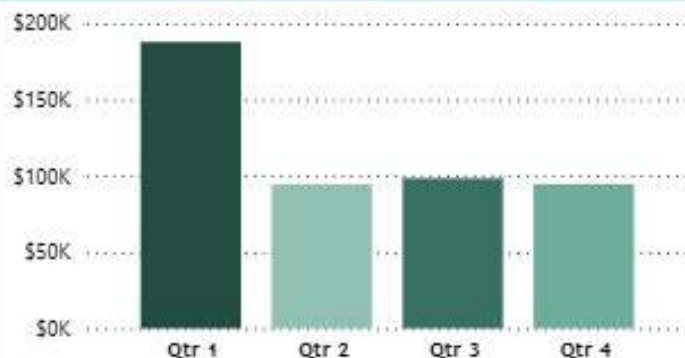
YoY Sales Growth by Month



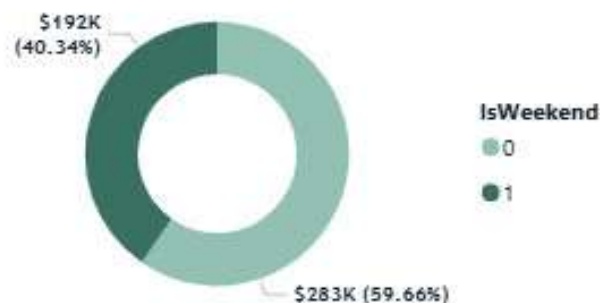
Monthly Seasonality Index by Month



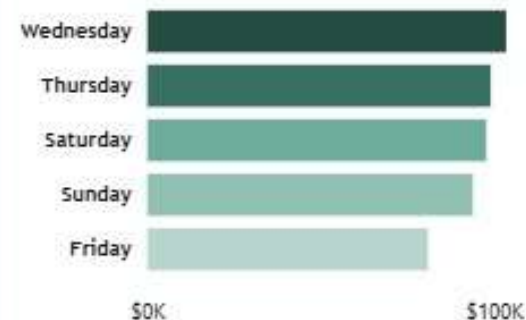
Total Sales by Quarter



Total Sales by Is Weekend



Total Sales by Day





Customer Insights & Segmentation



Filters



Top Customers Sales

\$42.38K

Total Customers

89

Avg Sales per Customer

\$5.34K

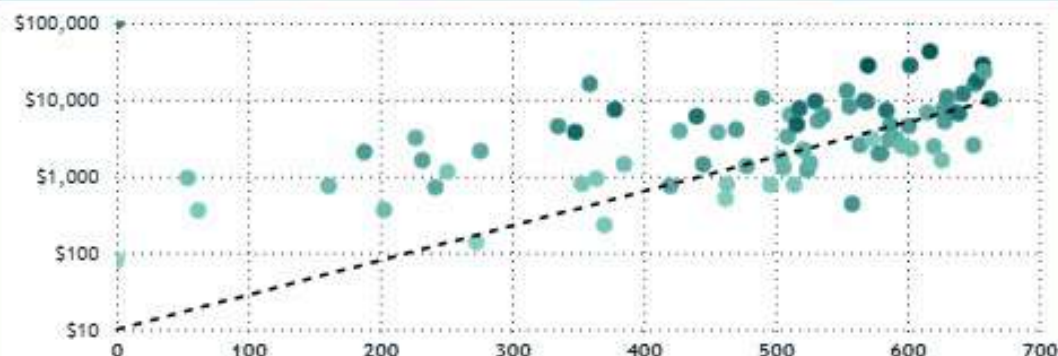
Avg Orders per Customers

5.39

Retention Rate

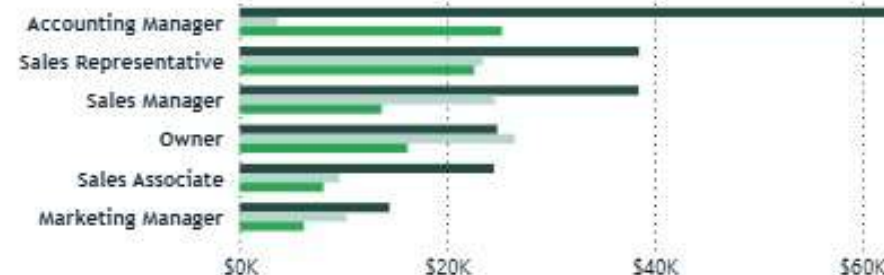
91.86%

Total Sales by Customer Lifetime (Days)



Total Sales by Contact Title and Customer Segment

Customer Segment ● High Value ● Low Value ● Medium Value



Top 5 Companies by Total Sales



Count of Customer ID by Contact Title and Customer Segment

Customer Segment ● High Value ● Low Value ● Medium Value



Product Performance Analysis



Filters



Category Sales

\$475K

Count of Sold Products

230

Average Sales per Product

\$2.06K

Top Selling Product

Shirts

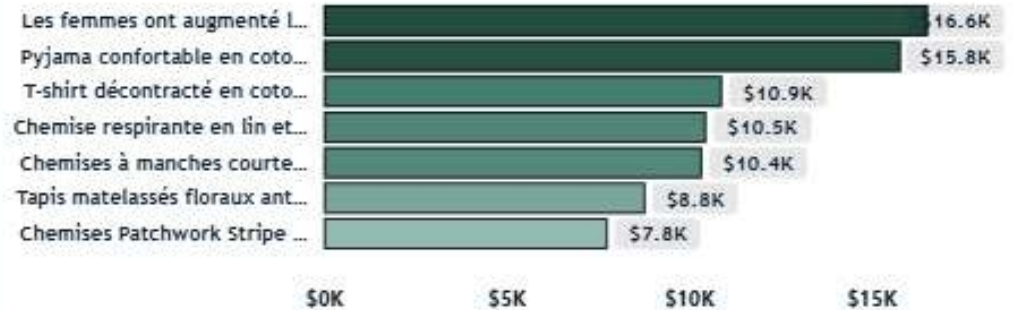
Total Quantity Sold

18.85K

Total Sales by Category



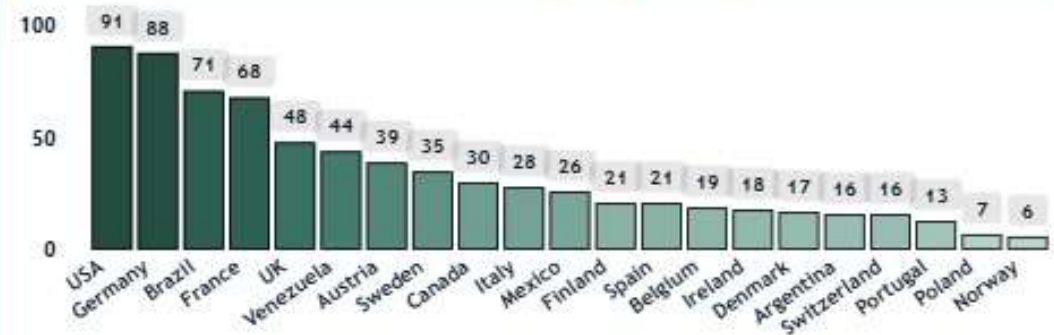
Top 10 Products by Sales



Quantity Trend



Product Variety by Country



Shipping Performance & Delivery Insights

Filters



Total Orders

830

Companies

10

Number of Delayed Orders

37

Average Delivery Delay

6.38

OnTime Delivery Rate %

93.19%

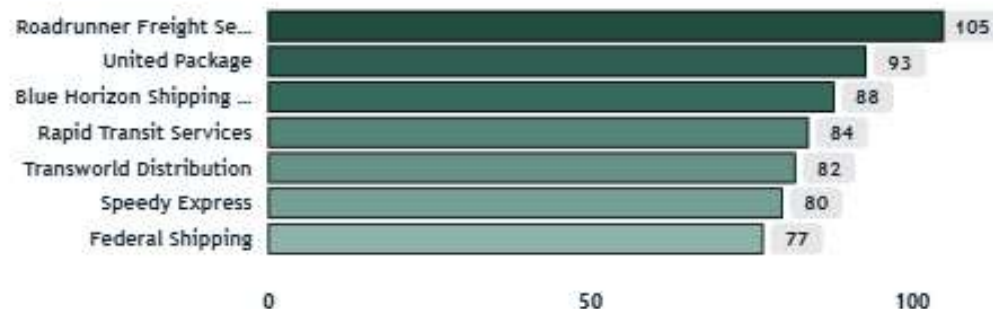
Average Delivery Time

8

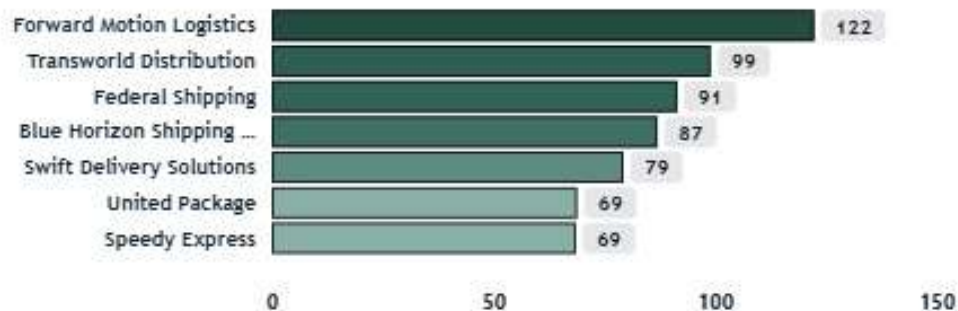
Average Delivery Days by Company



Number of Orders by ShipperName



Average of freight by company



Total sales per country by number of orders



Geographic Sales & Customer Distribution



Filters



Total Sales by City

\$475K

Avg Order Value by City

572.18

Top performing City

Cunewalde

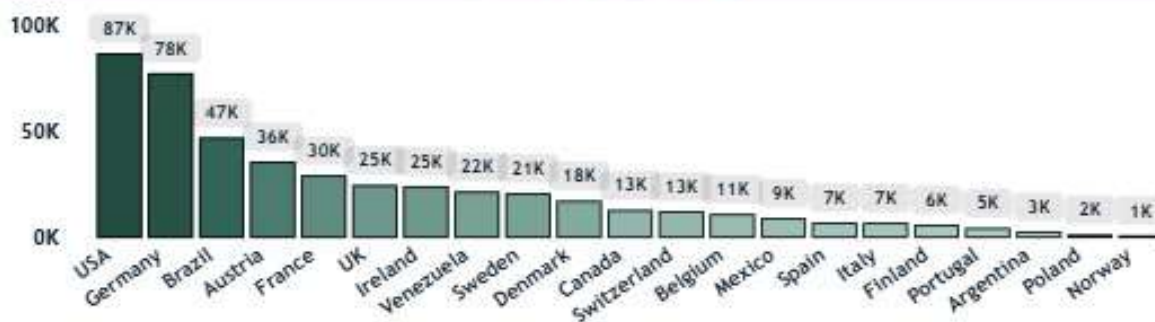
International Sales %

81.68%

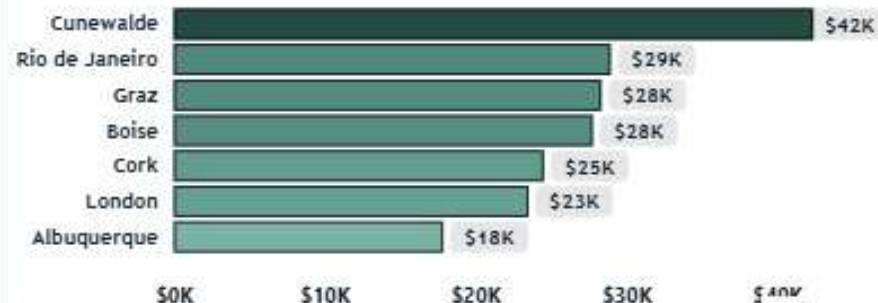
Top performing Country

USA

Sales By Country



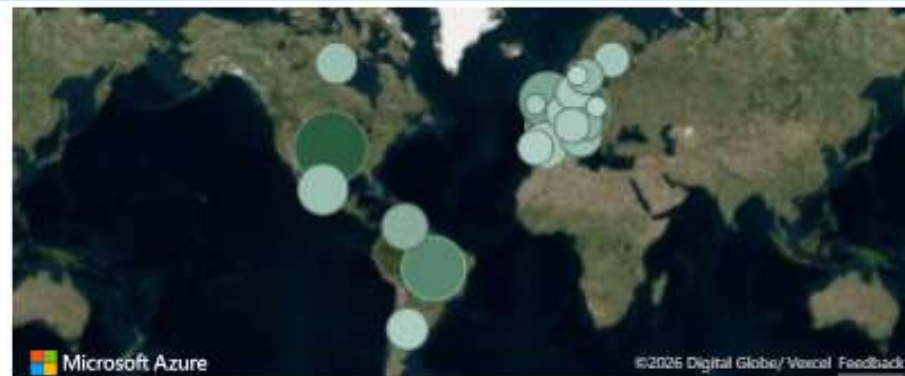
Total Sales by City



Average Order Value by City



Market & Product Distribution



Employee & Sales Team Performance



Filters



Count of Employee

9

Top Performer

Margaret Peacock

Employee Ranking

1

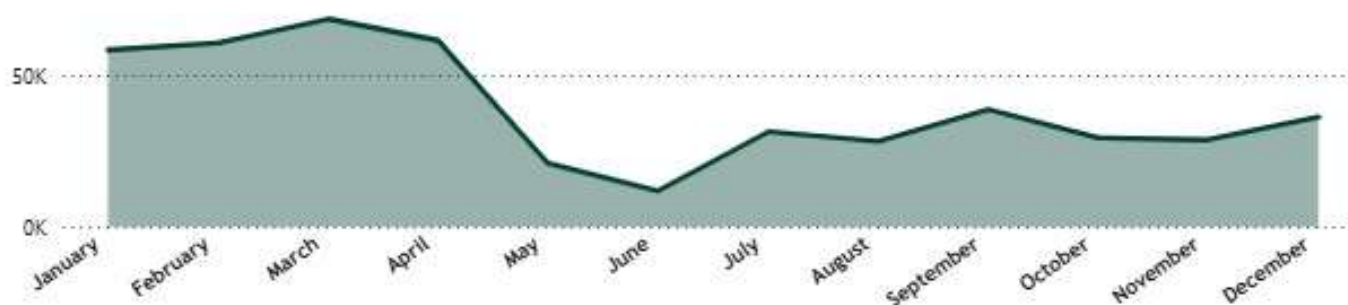
Contribution %

19.35%

Average Sales per Employee

52.77K

Sales Per Employee by Month

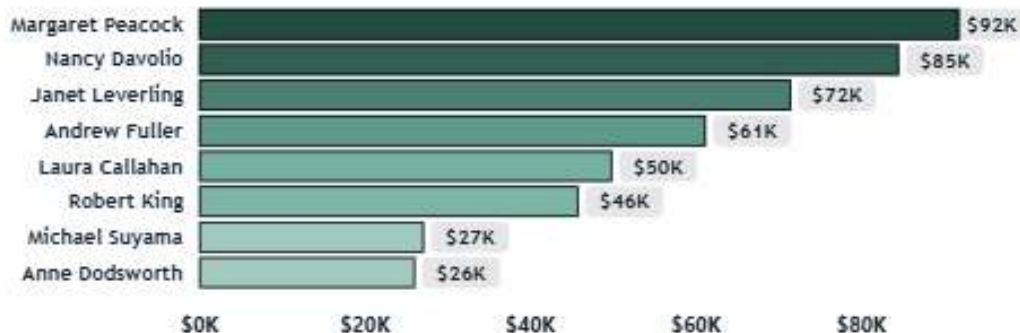


Employee Target Achievement KPI

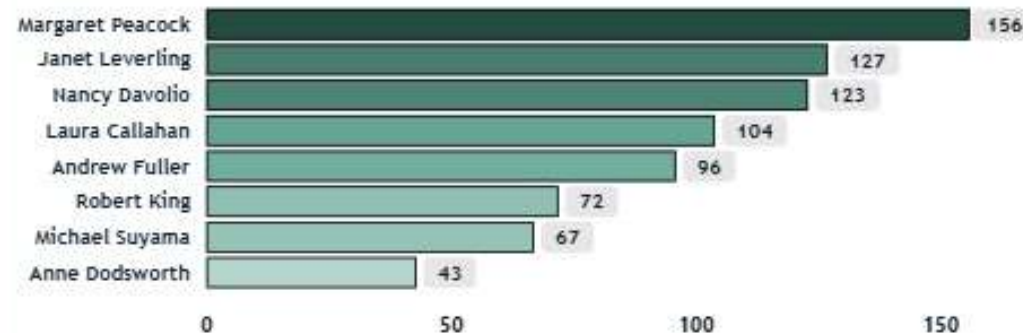
\$91,918✓

Goal: \$50K (+83.84%)

TotalSales and Job Title by EmployeeName



Orders Count by Employee



Deep Dive Analysis



Filters



Total Sales

\$475K

Count of Sold Products

230

Average Sales per Product

\$2.06K

Total Customers

89

Total Orders

830

Total Sales by City

\$475K



ProductName x

Category x

SubCategory x

CompanyNa... x

Year x

TotalSales
\$466,404

Graines d'oseille de c...
\$2,001

Toile d'impression ch...
\$1,499

100pcs / pack graines...
\$996

100pcs / sac Rare Rai...
\$1,825

100pcs graines de fle...
\$3,561

100pcs Phalaenopsis ...
\$54

100pcs Purple Drago...
\$1,998

2pcs / set tapis de sol...
\$1,131



Deep Dive Analysis



Filters



Total Sales

\$475K

Count of Sold Products

230

Average Sales per Product

\$2.06K

Total Customers

89

Total Orders

830

Total Sales by City

\$475K



orderID	Date	CompanyName	ProductName	Sum of quantity	unitPrice	TotalSales	ShipperName	EmployeeName	Count
10248	Saturday, July 04, 2020	OpulentOutfits	Chemise à imprimé floral en porcelaine pour homme	12	37.71	\$168	Rapid Transit Services	Steven Buchanan	France
10249	Sunday, July 05, 2020	PrimePalace	3 tailles Tapis moussants violets Tapis antidérapant Shaggy Tapis de sol Salle à manger Chambre à coucher Chambre Tapis	9	41.99	\$167	United Package	Michael Suyama	German
10250	Wednesday, July 08, 2020	StellarSolutions	Rhönbräu Klosterbier	10	7.75	\$77	Rapid Transit Services	Margaret Peacock	Brazil
10251	Wednesday, July 08, 2020	EliteEssence	Ensembles de lumières à imprimé banane	6	65.98	\$96	Blue Horizon Shipping Co.	Janet Leverling	France
10252	Thursday, July 09, 2020	TreasureTrove	Ensembles de chemises en coton et lin	40	60.35	\$2,462	United Package	Margaret Peacock	Belgium
10253	Friday, July 10, 2020	StellarSolutions	Lakkaliköri	20	18.00	\$200	Speedy Express	Janet Leverling	Brazil
10254	Saturday, July 11, 2020	HarmonyHaven	Chemise décontractée de couleur assortie asymétrique	15	33.94	\$46	Forward Motion Logistics	Steven Buchanan	Switzerl
10255	Sunday, July 12, 2020	Everlast Essentials	T-shirt imprimé banane	20	28.99	\$304	Federal Shipping	Anne Dodsworth	Switzerl
10256	Wednesday, July 15, 2020	GlamourGallery	Missyoung Gloss Mat Sexy Brillant à Lèvres Liquide	15	17.18	\$393	Land Cargo Logistics	Janet Leverling	Brazil
10257	Thursday, July 16, 2020	EdenEssentials	Costumes imprimés de dessin animé drôle de l'espace	25	65.99	\$878	Roadrunner Freight Services	Margaret Peacock	Venezue
10258	Friday, July 17, 2020	VividVentures	Rose Maquillage Blush	50	23.99	\$608	Roadrunner Freight Services	Nancy Davolio	Austria
10259	Saturday, July 18, 2020	SolsticeSupplies	Vêtement d'intérieur léger en lin de coton uni	10	52.81	\$80	Swift Delivery Solutions	Margaret Peacock	Mexico
10260	Sunday, July 19, 2020	ValueVortex	T-shirts graphiques Astronaute et Terre	16	29.99	\$92	Federal Shipping	Margaret Peacock	German
10261	Sunday, July 19, 2020	SmartSelections	Chemise 100% coton couleur unie avec boucle cachée	20	37.72	\$160	Swift Delivery Solutions	Margaret Peacock	Brazil