

Sales Performance Dashboard — Two Raw CSVs to a Boardroom-Ready Report

Project overview — a 2-minute read, no Power BI file required

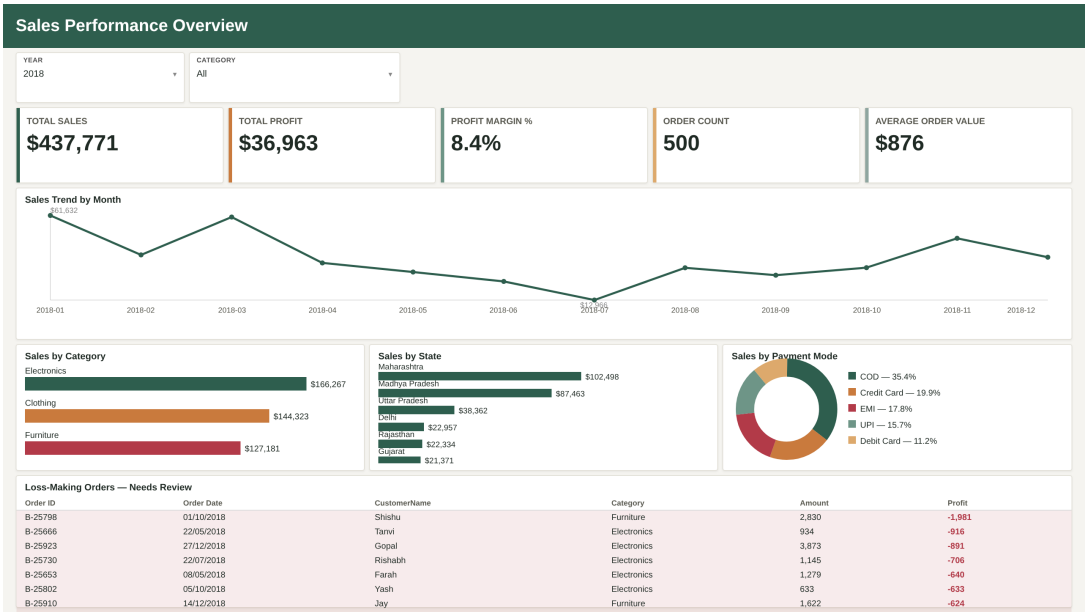
TOTAL SALES ANALYZED	PROFIT MARGIN SURFACED	ORDERS COVERED	ORDERS LOSING MONEY
\$437,771	8.4%	500	49.6%

The project, in brief

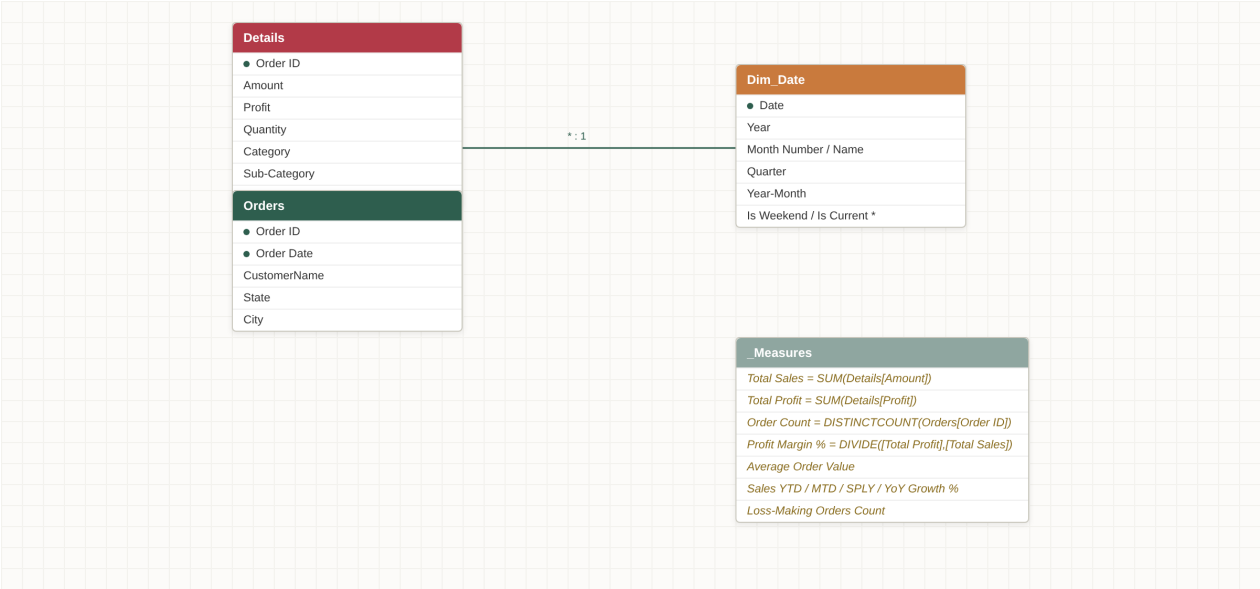
A mid-size multi-category retailer exports two flat files from its order system every month, and someone is expected to answer — from memory or a pivot table — which category is actually profitable, which states carry the business, and how many orders are quietly losing money. This project turns those two disconnected CSV exports into a single, filterable Power BI dashboard a manager can open, read in ten seconds, and trust — built with a real data-modeling and data-cleaning discipline behind it, not just a pretty chart.

What it does

- Caught and fixed a silent date-parsing trap that would have corrupted 61% of the dataset
- Built a proper star-schema data model — Orders and Details fact tables joined through a Date dimension
- Centralized all reporting logic into 11 DAX measures, in one measures table
- Surfaced that 248 of 500 orders (49.6%) carry a loss on at least one line item — invisible to a total-profit KPI alone
- One dashboard page, filterable by year and category: KPI row, monthly trend, category/state/payment breakdowns



The full Sales Performance Overview report: KPI cards, monthly trend, breakdown charts, and the loss-making orders table.



The star-schema data model behind the dashboard — Orders and Details linked through a proper Date dimension.

What I found

The headline numbers — \$437,771 in sales, an 8.4% blended profit margin across 500 orders — are only half the story. The dashboard's own Loss-Making Orders table is what turns it from a reporting tool into a diagnostic one: it's the difference between a dashboard that looks good in a screenshot and one a business can actually run on.

Want the full detail? The complete write-up — every Power Query cleaning step, the DAX measure logic, and the before/after evidence — is on the project page.

Source data: "Online Sales Data" (Kaggle) — two-table CSV export of retail orders and order line items.