

Demand Review Visualization Using Power BI

This project leverages Power BI to integrate and visualize key business data, including sales performance, forecasting, and open orders. By combining these datasets with sales team mappings, the dashboard enables users to track, drill down, and analyse sales performance across multiple dimensions, such as region, team, product category, and customer segment.

The dashboard provides dynamic insights that help decision-makers identify trends, monitor sales targets, and assess future demand. It incorporates interactive visualizations and data models, ensuring a seamless and user-friendly experience for business analysis.

Key Features of the Dashboard:

- **Sales and Forecasting Analysis:** Tracks historical sales, current trends, and future forecasts at a granular level.
- **Open Order Monitoring:** Provides visibility into pending and backlog orders, helping the business align production and logistics.
- **Multi-Dimensional Drill-Down:** Enables users to analyse data by team, geography, and industry, supporting in-depth performance evaluations.
- **Data Modelling Structure:** Utilizes complex relational data models to ensure accurate and meaningful insights.
- **Masked & Mocked Data:** Ensures data privacy while maintaining realistic patterns for analysis.

2020

2022

2021

2023

2022 Total Sales (mt)

30

2022 Sales & FC (mt)

220

Change

9%

6 months FC (mt)

11

Quarter

1

3

2

4

Sales and FC Insight (t)

2021 Sales 2022 Sales 6 Months FC EP Open Order (t) 2023 Sales

Month	2021 Sales	2022 Sales	6 Months FC	EP Open Order (t)	2023 Sales
January	532.6	567.5		53.2	567.5
February		491.8		90.8	716.1
March		272.2	604.2	247.6	
April		297.1	643.3	311.6	
May		494.4	673.9	188.8	
June		377.9	788.7		
July		406.9	613.8		
August		677.0			
September		543.6			
October		681.8			
November		722.2			
December		335.1			

Ocean

Refresh Date:

2023-03-01

APO FC

Refresh Date:

2023-03-01

Open SO

Refresh Date:

2023-03-06

Construction

Consumer

Industrial

Not Assigned

Others

Transportation

China

Hongkong

Overview

2.TPU Chart

3.TPU Table (Sales)

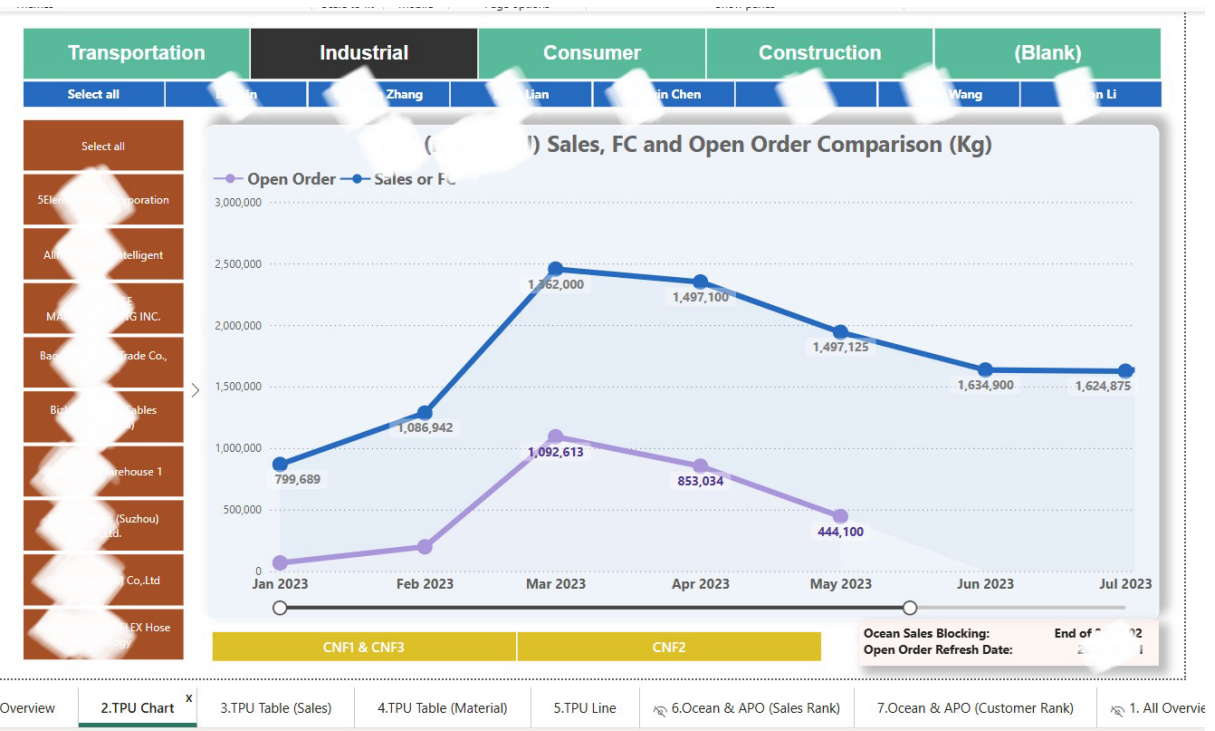
4.TPU Table (Material)

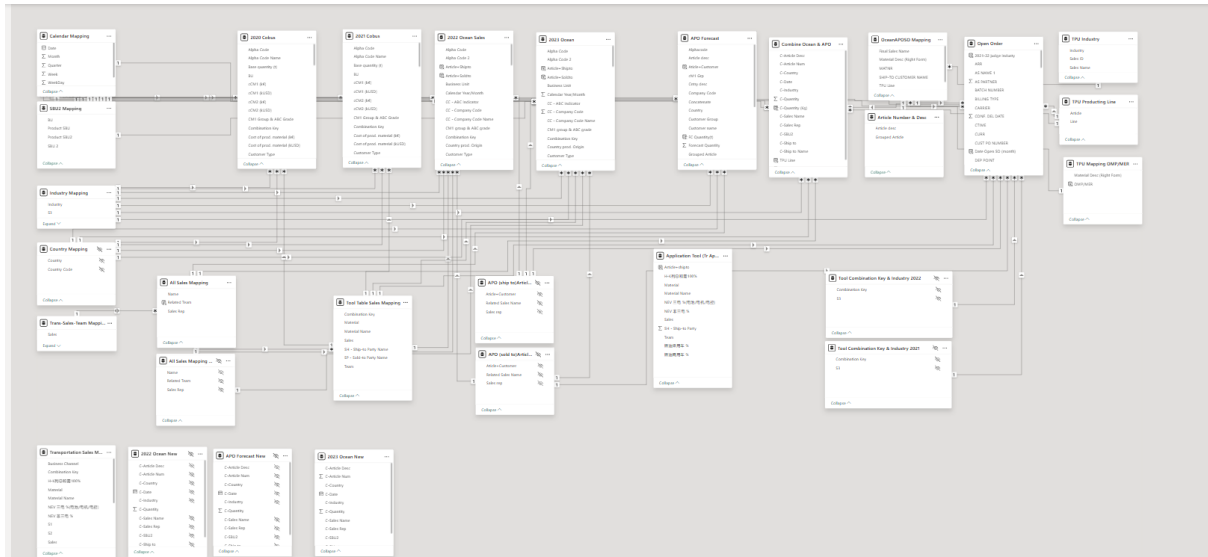
5.TPU Line

6.Ocean & APO (Sales Rank)

7.Ocean & APO (Customer Rank)

1. All Over





Data

- > 2020 Cobus
- > 2021 Cobus
- > 2022 Ocean Sales
- > 2023 Ocean
- > 2023 Ocean New
- > All Sales Mapping
- > APO Forecast
- > Application Tool (Tr Application)
- > Article Number & Desc
- > Calendar Mapping
- > Combine Ocean & APO
- > Industry Mapping
- > OceanAPOS0 Mapping
- > Open Order
- > SBU2 Mapping
- > Tool Table Sales Mapping
- > TPU Industry
- > TPU Mapping OMP/MER
- > TPU Producing Line
- > Trans-Sales-Team Mapping
- > Transportation Sales Mapping