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Dashboards & Reporting | Data Foundations | AI & Automation

Executive project brief

Executive Sales Performance Dashboard with Multi-Dimensional Analysis

An executive sales story designed to move from the headline performance view into the dimensions that explain it.

BUSINESS PROBLEM

A high-level total alone does not explain why sales performance changes. The dashboard needed to preserve an executive overview while supporting multi-dimensional investigation.

THE SOLUTION

The design uses a layered analytical story: establish the performance picture first, then reveal the dimensions that help the reader interpret differences and patterns.

WHAT CHANGED

The practical value is a clearer route from executive review to deeper performance investigation. No quantified sales improvement is claimed.

