



Online TCG Store Executive 2024 Dashboard

Microsoft Power BI Dashboard Overview

*Disclaimer: Data shown is entirely fictional
and for illustrative use only*

Portfolio Projects: Microsoft Power BI Dashboards

Data Source: www.misiprojects.com



Functions & Techniques in Dashboard Development

This dashboard focuses on a simple design to showcase actionable results.

Back-end development includes:

- Data modeling via Power Query Editor
- Merging queries via Power Query Editor
- Relationship development between multiple tables
- Calculated measures using DAX
- Calculated columns
- Functional slicers to filter results
- Map display
- Theme Customization

Analysis Goal

This dashboard was created for a fictional business owner to view key sales metrics and identify trends that can help guide future decisions for an online trading card (TCG) business based on full-year 2024 performance

Key Metrics:

- View core sales metrics such as total revenue and total orders.
- Drill down into product sales, sales by state, and sales by customer age.
- Identify peak months and sales trends for top products like Pokémon and Star Wars Unlimited.





Online TCG Store Executive Dashboard

MISI Projects Portfolio Demonstration

Sales Performance

Product Metrics

Customer Metrics

Created April 2026 - www.misiprojects.com

Primary Source Data from MISIPROJECTS.COM

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Dashboard Page 2: Overview

Online TCG Store Executive Overview Key Sales Performance - 2024



Total Sales

\$279K

Total Orders

2K

Avg Sales by Cust

\$157

Avg Daily Sales

\$766

Highest Daily Sales

\$3K

Lowest Daily Sales

\$10

Monthly Sales



Sales by Product

All

Sales by Category

All

Sales by State

All

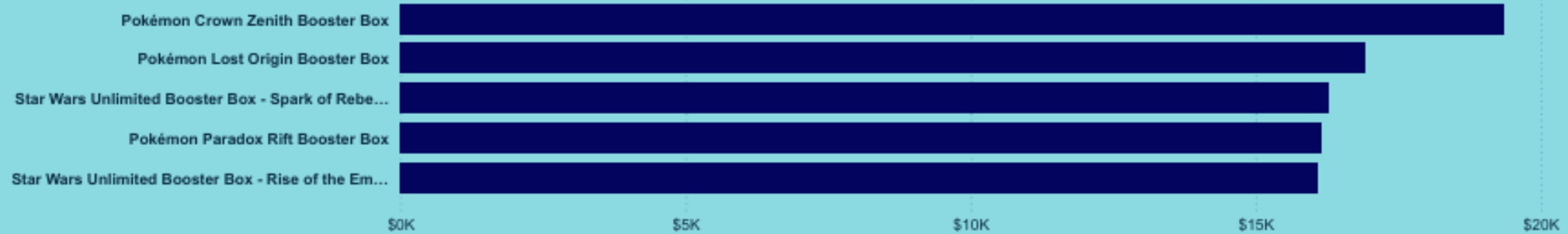
Sales by Age

All

Dashboard Page 3: Overview

Product Metrics

Top 5 Selling Products



Pokémon Sales

\$134.2K

Star Wars Sales

\$94.6K

Accessories Sales

\$50.6K

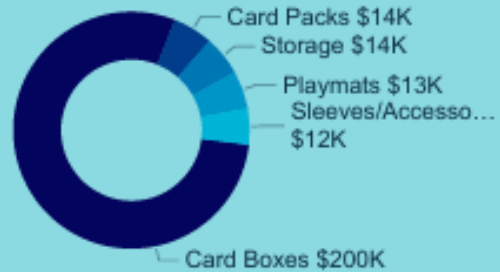
Sales by State

All

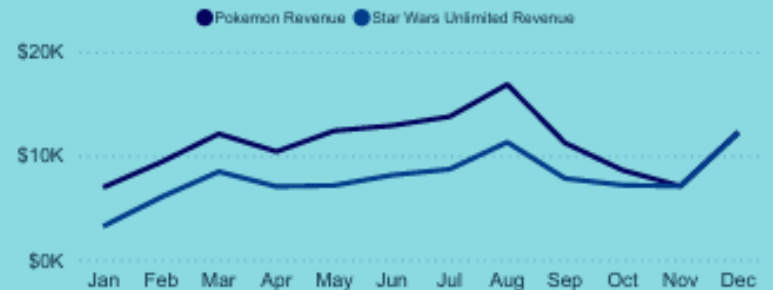
Sales by Age

All

Top 5 Selling Categories



Pokémon & Star Wars Sales



Dashboard Page 4: Overview

Customer Metrics

Total Customers

225

Avg Sales by Cust

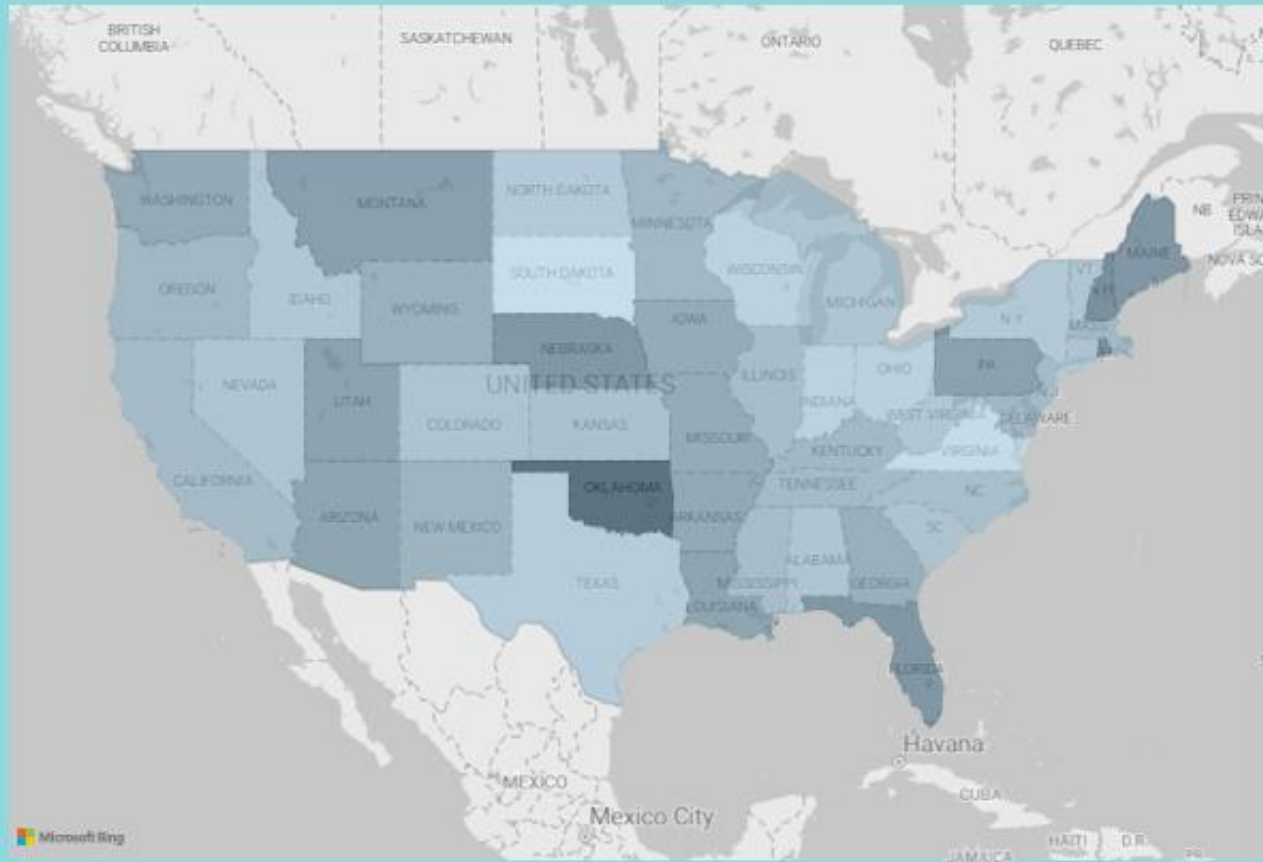
\$157

Total Orders

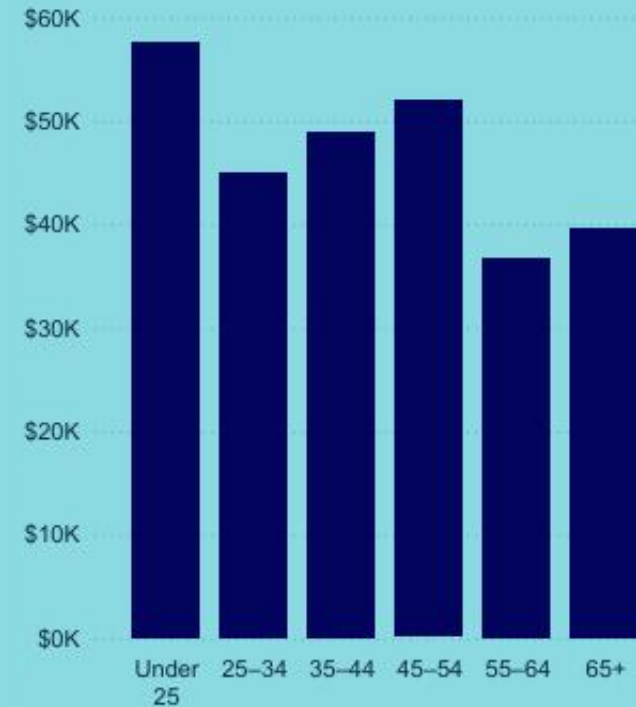
2K



Orders By State



Total Sales by Age Group



Findings

- Total 2024 sales were \$279,000 from 2,000 orders, with average revenue per customer of \$157.
- August recorded the highest sales, driven by major Pokémon and Star Wars Unlimited product releases, totaling \$28,000 for the month.
- Oklahoma, Maine, and Florida generated the highest number of orders.
- Young adults under 25 and adults aged 45–54 produced the most revenue for the year (\$52K) compared with other age groups.
- Pokémon products were the top sellers (\$134,000 in 2024), followed by Star Wars Unlimited at \$94,000.

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