GCC Distributor Demand Forecasting

GCC Distributors | Power BI Insights
July 2025

GCC Distributor Demand Forecasting

Bahrain | Kuwait | Oman | Qatar | Saudi Arabia | UAE

Date: All

Product ID: All

Distributor ID: All

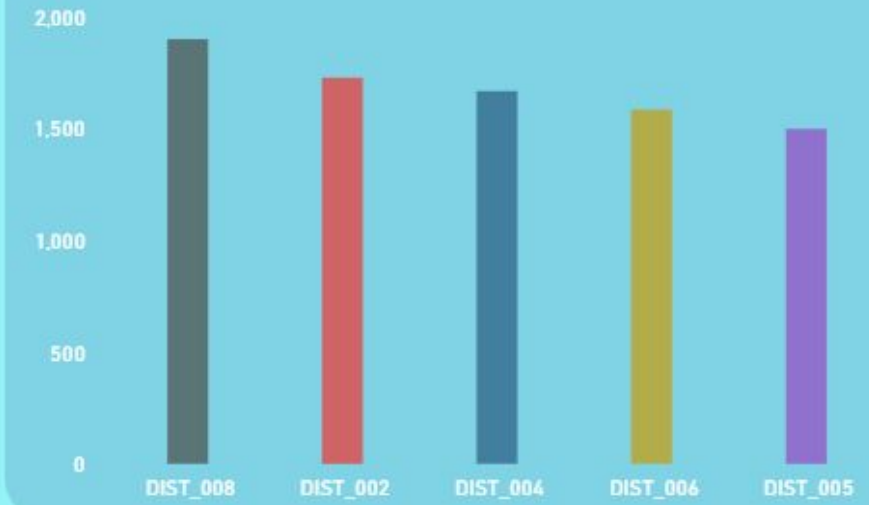
93.3K
Forecasted Sales Units

335.9K
Total Stock On Hand

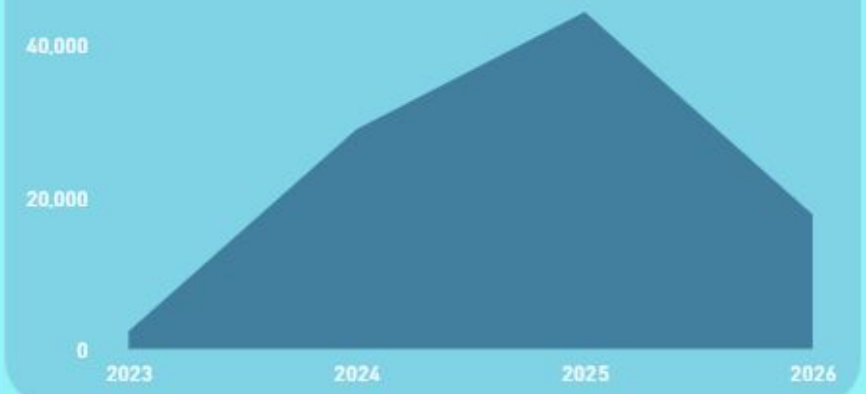
14.1K
Max Region Order

$4.53T
Avg Regional GDP

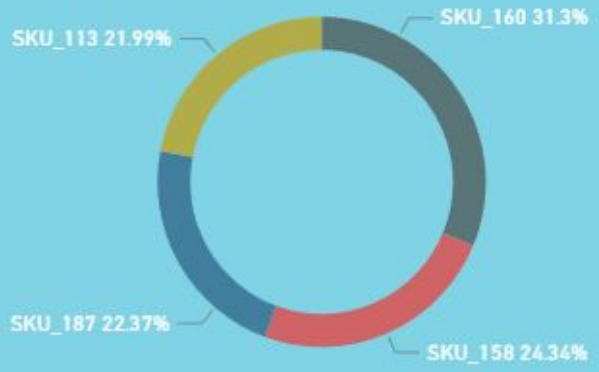
Top 5 Distributors by Total Orders



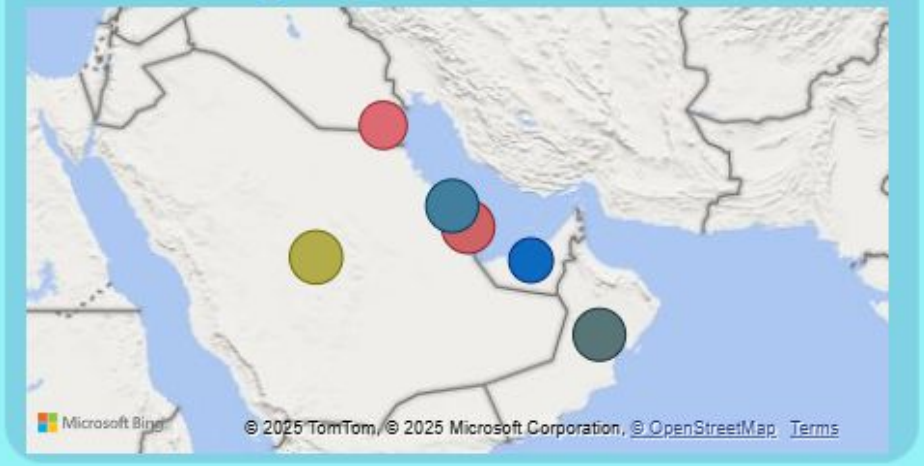
Forecasted Sales Units Trend



Top Product by Forecasted Sales Units



Region by Forecasted Sales Units



Dashboard 1: Summary

- **Dashboard Summary –** This interactive Power BI dashboard presents a strategic overview of distributors' demand forecasting across the GCC region. It assists retail and sales stakeholders in monitoring key distribution metrics, forecasting product demand, managing inventory, and identifying top-performing regions, distributors, and products.

Key Metrics Displayed

- **Forecasted Sales Units:** 2.6M – Total units expected to be sold across regions.
- **Total Stock On Hand:** 55.7K – Indicates current distributor inventory levels.
- **Max Region Order:** 3,236 – Highest single regional order quantity.
- **Avg Regional GDP:** $4.53T – Reflects macroeconomic influence on demand.

- **Filters Available**
  - Interactive slicers for Date, Product ID, and Distributor ID and also added button slicer for Regions to allow tailored analysis.
- **Drill-Through Analysis**
  - A detailed drill-through table has been added to this dashboard to provide insights, supporting deeper analysis of Sales Units.

Dashboard 1: Summary

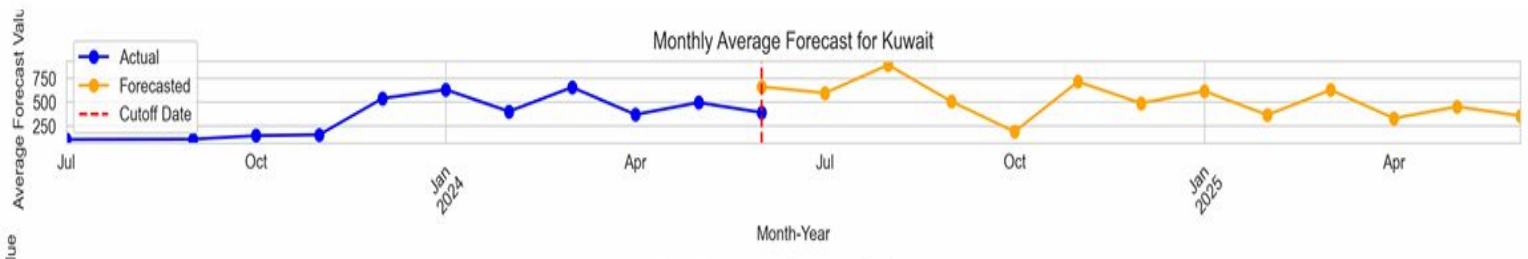
Core Visual Insights

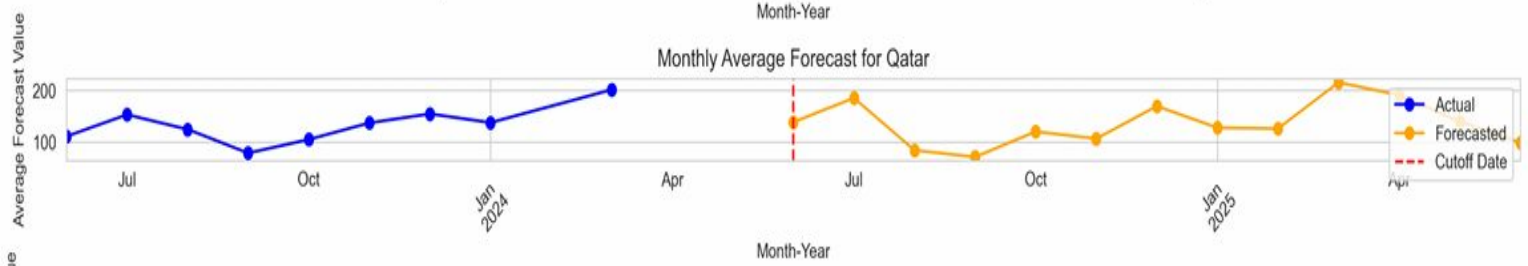
- **Forecasted Sales Units Trend:** Shows an increasing trend from 2023 to 2025 with a decline projected for 2026.

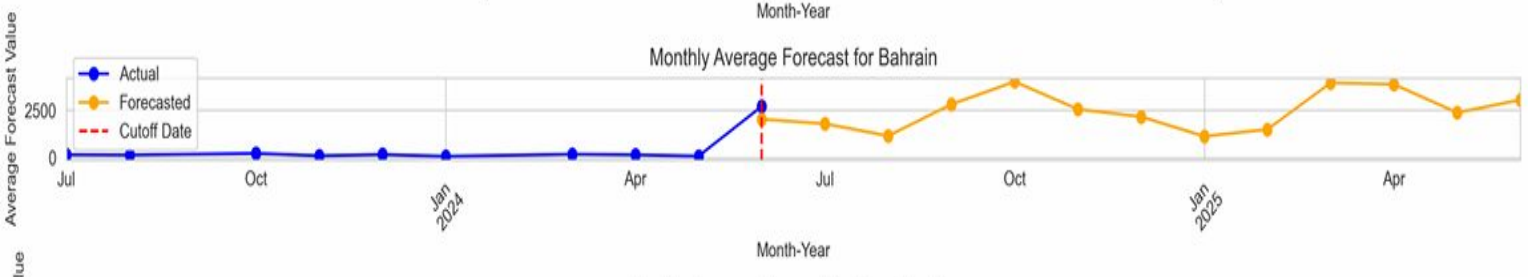
- **Region by Forecasted Sales Units:** A geographical bubble map showing which GCC regions are driving the most demand.

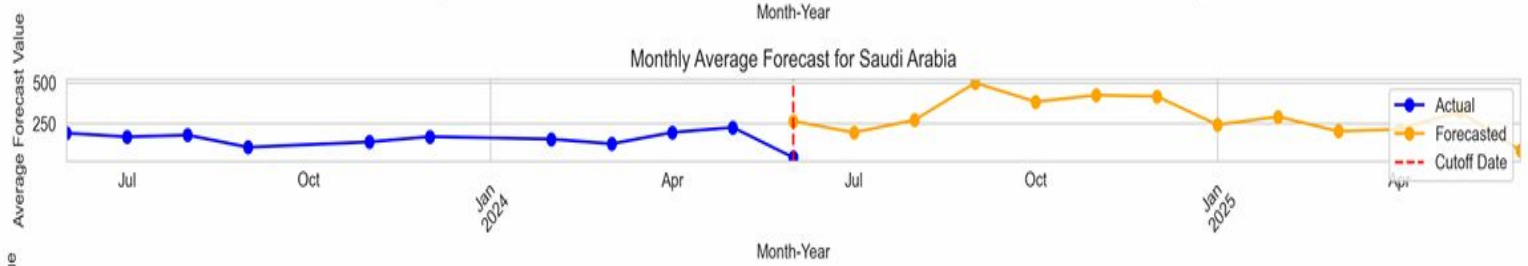
- **Top 5 Distributors by Total Orders:** Highlights DIST_008, DIST_002, DIST_004, DIST_006, and DIST_005 as key performers.

- **Top Product by Forecasted Sales Units:** Future forecasts indicate a significant increase in unit sales.
  - SKU_139: 28.22%
  - SKU_172: 25.84%
  - SKU_160: 24.05%
  - SKU_122: 21.89%









Insights / Usefulness:

- Understand how demand is expected to change over the coming months.
- Compare countries and adjust inventory and supply chain plans.
- Identify seasonal patterns or growth trends in specific markets.

Thank
you!!!