**DATA STORYSTELLING FOR TECHTRONIX SALES DASHBOARD**

**PROBLEM STATEMENT**

Techtronix aims to assess its **sales performance, profitability, and product category contributions** across different regions and months. The objective is to optimize **revenue generation, cost management, and market expansion strategies** while identifying key trends in sales performance.

**DATA EXPLORATION AND ANALYSIS**

* **Overall Sales Performance:**
  + **Total Revenue:** $252M.
  + **Total Profit:** $53M.
  + **Production Cost:** $4M (relatively low compared to revenue).
  + **Total Quantity Sold:** 501K units.
* **Revenue Breakdown:**
  + **By Product Category:**
    - **Robotics:** $97M (38.6% of total revenue, highest).
    - **Sensor:** $79M (31.4%).
    - **Microchip:** $76M (30%).
  + **By Country:**
    - Revenue is evenly distributed among **USA (20.66%), China (20.22%), Japan (19.9%), Germany (19.72%), and South Korea (19.51%)**, indicating a strong global presence.
  + **By Month:**
    - Revenue fluctuates, with a noticeable **spike in May and a dip in February**.
* **Profit & Cost Trends:**
  + Profit distribution across products suggests that some products contribute **more significantly to profitability** than others despite similar production costs.

**KEY INSIGHTS AND RECOMMENDATIONS**

**Key Insights:**

* **Robotics is the leading revenue-generating category (38.6%)**, but the profit breakdown should be further analyzed to confirm if it is also the most profitable.
* **Revenue varies by month**, with a sharp increase in May and stable performance from June onwards. This could indicate **seasonal demand or promotional campaigns**.
* **Global market distribution is well-balanced**, with no single country dominating sales.
* **Production cost ($4M) is significantly low compared to revenue ($252M)**, suggesting strong profitability.

**Recommendations:**

* **Expand Robotics product line**, as it has the highest revenue contribution.
* **Investigate the revenue dip in February** – possible reasons could be market slowdowns or seasonal impacts.
* **Analyze individual product profit margins** to ensure the highest revenue-generating products are also the most profitable.
* **Optimize marketing campaigns based on peak months** (e.g., May) to maximize returns.
* **Evaluate regional demand** further to adjust pricing or promotions tailored to each market.

**VISUALIZATION AND DASHBOARD FEATURES**

* **Profit & Revenue Metrics:** Displays total revenue, profit, and production cost.
* **Sales Analysis Tabs:** Focuses on **customer insights, inventory, and expansion strategies**.
* **Product Performance:** Bar charts for **production cost and profit by product name**.
* **Category Breakdown:** Donut chart visualizing revenue split across **Microchip, Robotics, and Sensor**.
* **Revenue Trend:** Line chart tracking revenue by month.
* **Regional Sales Distribution:** Pie chart illustrating revenue by country.

CONCLUSION

The **Techtronix Sales Dashboard** effectively tracks **revenue, profit, and sales performance across products, categories, and regions**. Robotics is the strongest category, and global sales are evenly distributed. The **company should focus on boosting underperforming months, optimizing product profitability, and expanding high-performing categories.** Further **detailed analysis of product-level margins and seasonal demand** will help enhance strategic decision-making