






Sales and Profit Dashboard Summary

DATA-DRIVEN INSIGHTS USING POWER BI

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Key Metrics (KPI Cards)

- ▶  Total Sales: ₹2,297,200.86
- ▶  Total Quantity Sold: 38K units
- ▶  Total Profit: ₹286,397.02
- ▶  Profit Margin: 12.46%
- ▶  Average Discount: 0.16

Performance by Industry & Product

- ▶ • Highest profits from Tech and Retail industries
- ▶ • Data Smasher and Support Suite were top products
- ▶ • Some industries like Transportation and Energy showed low or negative profit

Geographic Analysis

- ▶ • Top Regions by Sales: EMEA and APJ
- ▶ • Subregions like EU-WEST and IND are strong profit zones
- ▶ • Negative performance from JAPN and ANZ

Time Trends & Seasonality

- ▶ • Sales peak in November and December
- ▶ • Year-over-year growth observed from 2020 to 2023
- ▶ • Strategic and Enterprise segments performed best in profit





Product and Segment Insights

- ▶ • Profit Margin highest in Support Suite and SMB segment
- ▶ • Certain products had high discounts but low or negative profits
- ▶ • Focus on high-margin, high-performing product-segment pairs

Customer & License Overview

- ▶ • Top customers from France and Japan, but some show negative profit
- ▶ • United States leads in number of licenses
- ▶ • Customer-level analysis highlights high-risk accounts

Recommendations

- ▶  Focus on Tech and Retail industries
- ▶  Reduce discounts on low-profit products
- ▶  Expand in high-profit regions like IND, EU-WEST
- ▶  Target high-margin SMB and Enterprise customers

Conclusion

- ▶ • Power BI dashboard provided actionable insights
- ▶ • Visuals revealed key trends and improvement areas
- ▶ • Continuous monitoring recommended for long-term strategy