

Sales Dashboard Analysis

Executive Summary

- Overview of key sales insights from the latest performance dashboard
- Focus on regional, product, seasonal, and geographic trends
- Actionable recommendations provided for strategic improvements

Dashboard Overview

Key Metrics

- Total Sales: \$2.30M
- Total Profit: \$286.40K
- Total Quantity Sold: 38K
- Profit Margin: 12.4%

(Insert dashboard image here)



Regional Performance

Sales by Region

- West: \$730K (31.7%)
- East: \$680K (29.6%)
- Central: \$500K (21.7%)
- South: \$390K (17.0%)

Insight:

- West leads in both sales and profit
- Opportunity to replicate West's strategy in other regions

Product Categories Analysis

Sales by Category

- Technology: \$836.15K (36.4%)
- Furniture: \$742K (32.3%)
- Office Supplies: \$719.05K (31.3%)

Insight:

- Technology is top-performing
- Balanced product performance shows stability

Seasonal Performance

Monthly Sales Trends

- Peaks in November and December
- Strong sales in September and March
- Lowest in February

Insight:

- Utilize Q4 sales peaks for promotions and inventory management

Geographic Insights

Top Profit-Generating States

1. California: \$76.38K (19.86%)
2. New York: \$74.04K (19.25%)
3. Washington: \$33.4K (8.68%)
4. Michigan: \$24.46K (6.36%)
5. Virginia: \$18.38K (4.78%)

Insight:

- CA and NY account for nearly 40% of profits
- Focus marketing in these regions

Year-over-Year Analysis

Sales Growth (2014-2016)

- Growth trend across three years
- Exact % to be analyzed for strategic planning

Insight:

- Indicates successful business expansion

Profit Analysis by Region

Regional Profit Rankings

1. West: Highest
2. East: Second
3. South: Third
4. Central: Lowest

Insight:

- West has strong sales and profitability
- Suggests efficient operations and product mix

Strategic Recommendations

1. Apply West region strategies to others
2. Focus investment in Technology category
3. Prepare for November/December with promotions
4. Expand in California and New York
5. Monitor year-over-year growth regularly