



Page 1 Page 2

Page 3

## **Q** Insights from the Power BI Dashboard





- The United States leads in sales with \$31.65M, followed by China (\$15.75M) and Germany (\$4.31M).
- The top 3 countries account for the majority of sales. Expanding in these regions could drive further growth.
- Sales in India, Australia, and Russia are significantly lower—possible market expansion opportunities.
- **✓** Quarterly Sales Trends [3] [1]
- Sales are evenly distributed across quarters, but Q3 and Q4 show a slight lead (~26% each).
- Understanding seasonal demand can help in inventory and marketing strategies.
- **✓** Sales by Channel **噗 📊**
- Retail Stores dominate with \$32M in sales, while Online sales contribute \$12M.
- Resellers and Catalog sales are lower—exploring new promotions could boost these channels.
- **Product & Category Performance**
- **Best-Selling Product Categories** 6 III
- Computers lead in sales (~\$12.6M), followed by Cameras (\$10M) and TV & Video (\$5.7M).
- Cell Phones have a high order quantity (96K), indicating strong demand.
- **✓** Top 10 Product Sub-Categories
- Camcorders, Laptops, and Projectors generate the highest sales.
- Smartphones and Digital Cameras show potential but need targeted marketing.
- Music & Movies and Audio categories have the lowest order quantities—consider promotions or discontinuation.
- **Regional & Customer Insights**
- Sales by Region
- North America and Europe dominate sales.
- Asia has potential but lags behind—consider market expansion strategies.
- "No Discount" generates the highest sales and profit, meaning discounts might not be necessary for all products.
- Seasonal promotions show mixed results—refining discount strategies can maximize profit.

## **Actionable Recommendations**

- **☑** Optimize High-Selling Categories: Increase stock and marketing for Computers, Cameras, and TV & Video.
- **Expand in Underperforming Markets**: Consider new strategies for **India, Australia, and Russia.**
- **Enhance Online & Reseller Sales**: Invest in digital marketing and reseller partnerships.
- Improve Inventory Planning: Adjust stock for low-performing categories like Audio & Music.
- Refine Discount Strategies: "No Discount" drives the most profit, so discounts should be strategic and product-specific.nsider new strategies for India, Australia, and Russia.
- **Enhance Online & Reseller Sales**: Invest in digital marketing and reseller partnerships.
- Improve Inventory Planning: Adjust stock for low-performing categories like Audio & Music.
- Refine Discount Strategies: "No Discount" drives the most profit, so discounts should be strategic and product-specific.
- Refine Discount Strategies: "No Discount" drives the most profit, so discounts should be strategic and product-specific.most profit, so discounts should be strategic and product-specific.