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| **Insights** | **Recommendations** | **Strategy** | **Actions** |
| Aarvi Gupta leads in sales and profit. | Replicate Aarvi Gupta strategies across the team. | Supervisor Training and Development | Conduct monthly training sessions, implement mentorship programs. |
| Monitors, CPU, and Graphic Cards are top profit categories. | Increase focus on high-profit categories with targeted promotions. | Focus on Low-Profit Categories | Launch a targeted marketing campaign for Low-Profits Categories. |
| Intel and Samsung are top brands by sales and profit. | Boost promotions and sales efforts for Intel and Samsung. | Performance-Based Incentives | Roll out a new incentive program based on quarterly sales targets. |
| Peak sales observed in March. | Plan major marketing campaigns and inventory stocking for March. | Address Underperforming Categories | Conduct market research, offer bundle deals for NIC and Keyboards. |
| Lower sales in mid-year months. | Develop strategies to boost sales during mid-year. | Enhance Brand Partnerships  Efficiency Improvements | Develop co-marketing initiatives with Intel and Samsung,  Implement process optimization and automation tools. |
| Higher costs in certain supervisors and categories. | Implement cost-saving measures or process optimizations. | Seasonal Marketing Campaigns | Plan and execute pre-season campaigns for March. |

**Insights from Dashboard**