# Revenue and Profit Analysis Report

Dashboard Name - Key insights:

- From this dashboard we can find the Total amount sales done by the firm and total amount revenue generated by sale through KPI measures.
- We can categorise that sales quantity and revenue generation by particular year wise and particular month wise in specific year.
- We can find that which city generates more revenue and which city generates less revenue through the bar chart
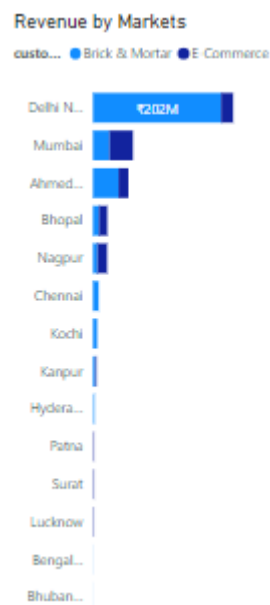
From this chart we can find that Delhi NCR fetched lot more amount of revenue that other cities.

- We can find that which city attracts more sales in terms of quantity and which city attracts less through the bar chart.
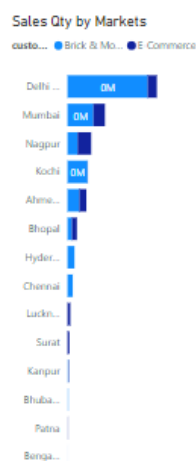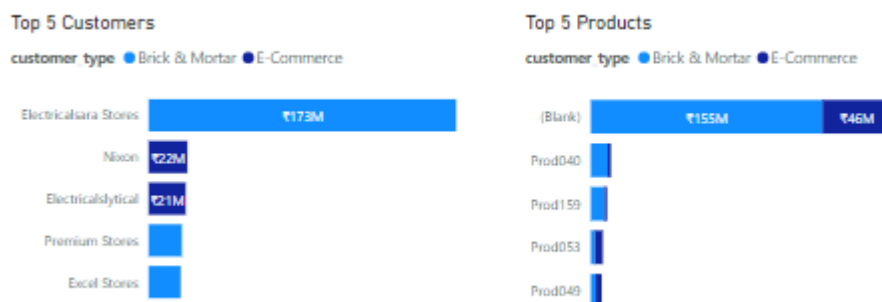
From this chart we can conclude that Delhi attracts more amount sales quantity than others.

- We can find the Trend of Revenue over the years from the trend line chart
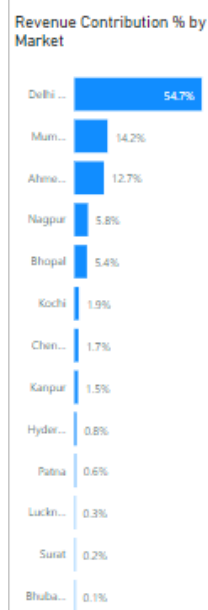

- We can find the top 5 customers and the respective top 5 products in terms of sales value from the below bar charts.
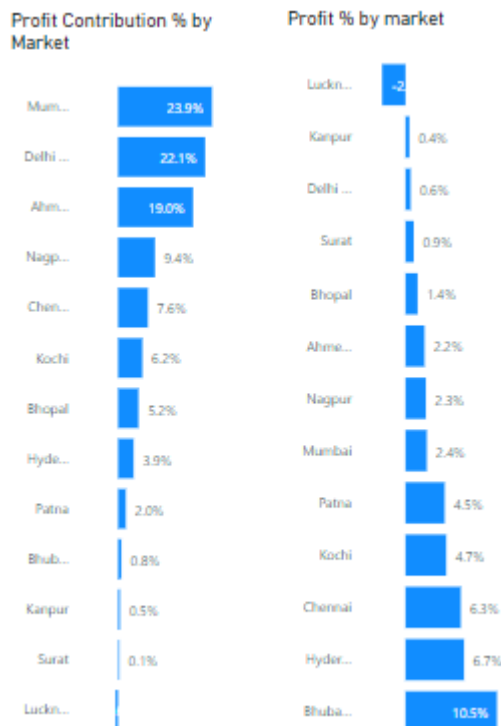

- Slicers are placed to explore the revenue and sales in each year from 2017 to 2020 with the filtering of each month.

Dashboard Name – Profit Analysis:

- We can find the Percentage of Revenue contribution by each city market from delhi to Bhubaneswar.
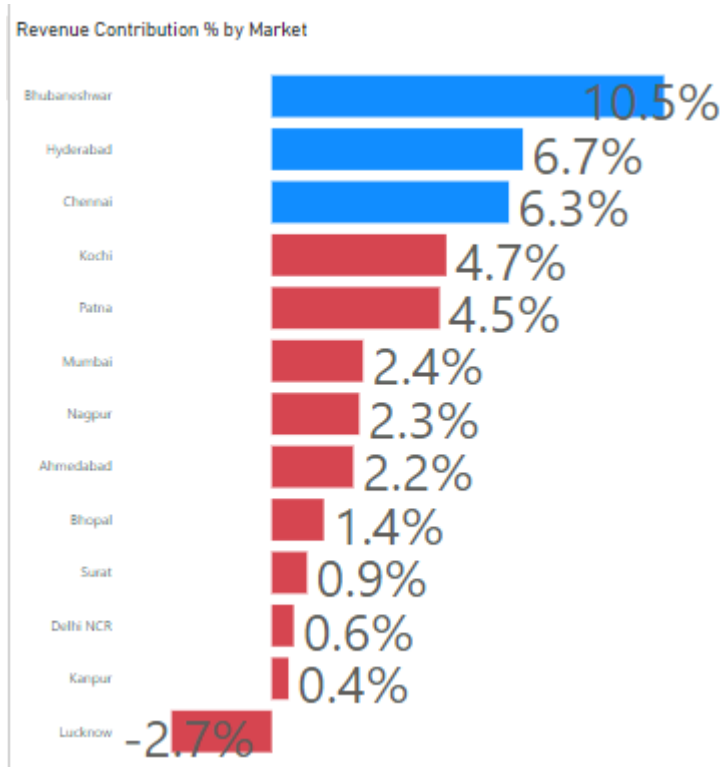
- We can find the percentage of profit got by each market and the percentage of total contribution in profit by each market from the below visuals.

Profit Contribution % by Market

Market	%
Mum...	23.9%
Delhi ...	22.1%
Ahm...	19.0%
Nagp...	9.4%
Chen...	7.6%
Kochi	6.2%
Bhopal	5.2%
Hyde...	3.9%
Patna	2.0%
Bhub...	0.8%
Kanpur	0.5%
Surat	0.1%
Luckn...	

Profit % by market

Market	%
Luckn...	-2
Kanpur	0.4%
Delhi ...	0.6%
Surat	0.9%
Bhopal	1.4%
Ahme...	2.2%
Nagpur	2.3%
Mumbai	2.4%
Patna	4.5%
Kochi	4.7%
Chennai	6.3%
Hyder...	6.7%
Bhuba...	10.5%

- The important key takeaway from these visuals are in most of the times, the market which got the high profits contribute the less percentage in total profit, that indicates some emerging markets are there, those are high ROI in terms of sales and production cost.

Dashboard Name – Performance Insights:

- In this dashboard we can get the insights of revenue performance of the market. We can find the percentage of revenue contribution of each market in total revenue for the particular year and particular profit target.

Revenue Contribution % by Market

Market	Revenue Contribution %
Bhubaneshwar	10.5%
Hyderabad	6.7%
Chennai	6.3%
Kochi	4.7%
Patna	4.5%
Mumbai	2.4%
Nagpur	2.3%
Ahmedabad	2.2%
Bhopal	1.4%
Surat	0.9%
Delhi NCR	0.6%
Kanpur	0.4%
Lucknow	-2.7%

- From this analysis, we can create one auto red alert for revenue generation performance when it goes beyond critical.