**Executive Dashboard**

It is designed for **executives** or senior management to quickly assess the overall health of the business, monitor progress against strategic goals, and make data-driven decisions.

1. Creating mockup of the dashboard
2. Creating Important Measures (Net Sales, GM %, Net Profit %, Forecast Accuracy %)
3. Key insights by sub zone (NS $, GM %, Net Profit %, RC %, Global Tech Market Share, Net Error %%, Risk)

Revenue Contribution % (RC %) refers to how much each business unit, product, or segment contributes to the total revenue of a company.

1. Conditional formatting for GM% against its benchmark
2. Ribbon chart to track changes in market share percentage of leading customers across fiscal years, highlighting how each Customer's market share value fluctuates relative to others."
3. Donut chart displaying the share of net sales across different product divisions.
4. Donut chart displaying the share of net sales across different product channels.
5. Line and clustered column chart.

With lines as GM %, Net Profit %, Atliq Market Share %

NS $ as column y axis

Fiscal year in the X-axis

This visualization provides valuable insights into how **Net Sales (NS $)** and key performance metrics (**GM%**, **Net Profit %**, **Atliq Market Share %**) evolve over time (across fiscal years).

1. Table visual with Top customers with GM % and RC %

customer generating a lot of revenue but with a low **Gross Margin (GM%)** means that, while the sales figures are high, the profitability from those sales is low. This could happen if the cost of goods sold (COGS) for that customer is high, such as offering significant discounts, dealing with expensive customizations, or having high operational costs tied to that customer.

A customer that contributes a smaller portion of revenue but has a high **GM%** is providing the business with better profitability per sale. This could indicate a **niche market** or **premium customer** base that values high-quality products or services and is willing to pay more.

the company may consider strategies to **expand** this segment, might require more focus to scale to drive higher revenue.

1. Table visual with Top products with GM % and RC %

To analyze whether any products with high sales are generating relatively low profits.

* **High RC % but low GM %**: (e.g., high-volume, low-margin products)
* **Low RC % but high GM %**: might represent a **niche market** or premium products.

Helps to Identify Key Products for Strategy.

focus of **marketing efforts** or **pricing strategies**.

table can help **optimize product portfolios**, by focusing more on high-margin products or determining whether low-margin, high-revenue products can be adjusted or replaced by higher-margin alternatives.

 **Which products are the most profitable** (GM %).

**Which One is More Appropriate?**

* **If the focus is on profitability** and understanding how much money the company is making from each customer after direct costs (COGS), **Gross Margin (GM%)** would be the better metric.
* **If the focus is on overall revenue generation** and identifying which customers contribute the most to sales growth, **Net Sales** is more appropriate.

