

# Dashboard Objective and Key Metrics

### Objective of the Dashboard:

The purpose of this interactive dashboard is to provide business stakeholders with real-time insights into critical metrics, enabling data-driven decision-making. It consolidates key performance indicators (KPIs) in an easily accessible format, offering a comprehensive view of business performance.

### **Key Metrics:**

- 1. Revenue: Tracks sales performance and overall revenue generation.
- 2. Customer Acquisition: Measures the number of new customers or leads acquired over time.
- 3. Profit Margin: Displays the company's profit margin as a percentage of sales.
- 4. Sales Growth: Shows the change in sales over time, helping to identify growth trends.
- 5. Customer Satisfaction: Monitors customer feedback and satisfaction scores.

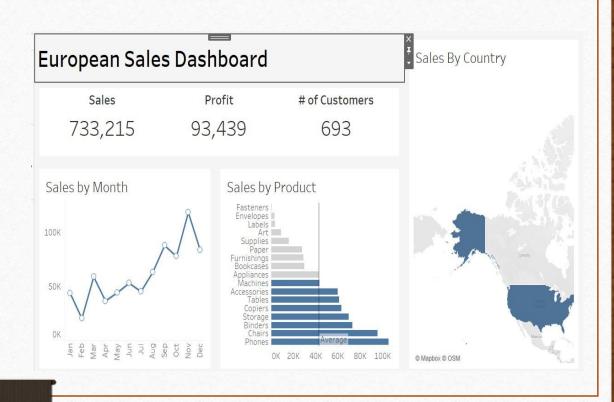
## Dashboard Overview Slide

#### Objective:

This dashboard provides a comprehensive overview of sales performance across European regions. It supports business stakeholders in making informed, data-driven decisions by visualizing key trends, regional insights, and market dynamics.

#### **Key Metrics Tracked:**

- Total Sales Revenue (EUR) Monitors overall sales across Europe.
- Sales by Country Compares performance between EU markets.
- Monthly Sales Trend Tracks sales growth over time.
- Top Products by Revenue Identifies best-performing products.
- Regional Sales Targets vs. Actual Measures performance against goals.
- Customer Growth Rate Tracks new customer acquisition in each region.



# Key Insights Slide:

- •Germany leads in total sales revenue, contributing 28% of total European sales.
- •Southern Europe (Spain & Italy) shows the highest growth rate, with a 15% increase in Q1.
- •Sales dipped in the UK due to seasonal demand fluctuations and lower repeat purchases.
- •Top 3 Products account for over 50% of total revenue—suggesting focused marketing may boost ROI.
- •Eastern European markets show potential, with a 12% increase in new customer acquisitions.
- •Sales targets were exceeded in 6 out of 10 countries, indicating strong regional execution.

# Actionable Insights

- Strategic Recommendations:
- Increase investment in Southern Europe
- Reassess Uk marketing strategies
- Expand product availability
- Launch targeted campaigns in Eastern Europe
- Set higher quarterly or upselling strategies

### Conclusion Slide

- the key takeaways from the European Sales Dashboard in point form, using keywords:
- \* Strong Sales: 733,215 total.
- \* Healthy Profit: 93,439 generated.
- \* Customer Base: 693 customers served.
- \* Late-Year Surge: November, December peak sales.
- \* Phones Dominant: Top-selling product category.
- \* Office Strong: Chairs, Binders, Storage, Accessories, Tables, Copiers significant.
- \* Low Performers: Fasteners, Envelopes, Labels, Art, Supplies, Paper, Furnishings, Bookcases, Appliances, Machines.