

Sales Analysis Dashboard – Summary

This interactive dashboard provides a detailed analysis of sales performance, offering insights into key business metrics, regional trends, product category performance, customer behavior, and shipping efficiency.

Key Highlights:

- Total Orders Processed: 730
- Total Sales Revenue: \$1.10M
- Total Profit Generated: \$151.46K
- Total Quantity Sold: 18,000 units

Regional Performance:

- The Northwest Territories recorded the highest profit contribution (~\$60K).
- Atlantic led in sales with approximately \$350K, followed by West and Ontario.
- The dashboard highlights regional disparities in sales and profit, supporting targeted decision-making.

Product Category Insights:

- The Corporate segment was the top-performing category, generating over \$810K in sales.
- Other segments such as Consumer, Home Office, and Small Business showed varied performance levels, offering opportunities for focused strategy development.

Order Priority Distribution:

- Orders were distributed across all priority levels, with High and Low priority orders making up the majority.
- This segmentation enables understanding of customer urgency trends and fulfillment strategy optimization.

Shipping Mode Efficiency:

- Regular Air was the most utilized shipping method, accounting for 579 orders, compared to 151 via Express Air.
- Analysis of shipping modes aids in logistics planning and cost management.

Top Customers by Sales:

- Tony Chapman, Jack Lebron, and Sylvia Foulston were among the top customers, contributing significantly to overall sales.
- Customer-wise breakdown helps identify high-value clients for relationship management and retention strategies.