

Task13- BI Dashboard Storytelling — KPI Report (Avantika)

3.31M

Total Profit

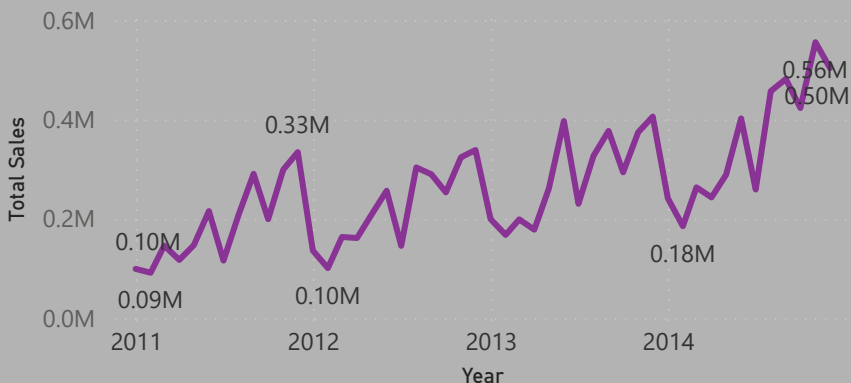
13M

Total Sales

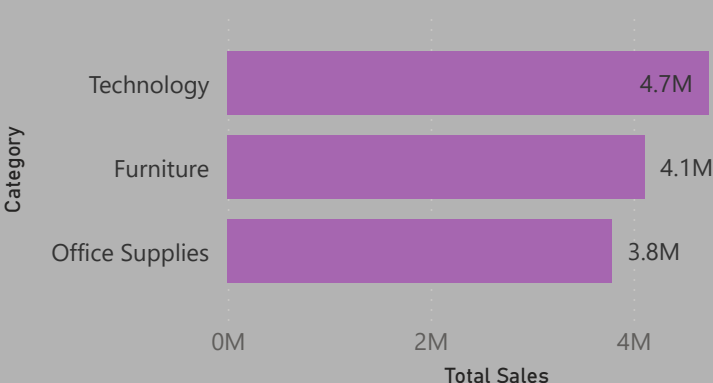
26.17%

Profit Margin %

Sales over Time



Category Breakdown



Region

- ☐ Africa
- ☐ Canada
- ☐ Caribbean
- ☐ Central
- ☐ Central Asia
- ☐ East
- ☐ EMEA
- ☐ North

Order Date

- ☐ 01 January 2011
- ☐ 02 January 2011
- ☐ 03 January 2011
- ☐ 04 January 2011
- ☐ 05 January 2011
- ☐ 06 January 2011
- ☐ 07 January 2011
- ☐ 08 January 2011

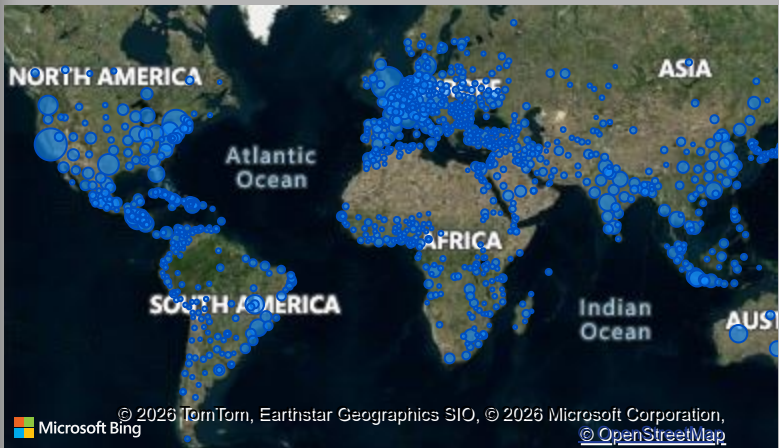
Category

Furniture

Office Supplies

Technology

Region Performance



Product Name	Total Sales	Total Profit
Apple Smart Phone, Full Size	86936	1904
Canon imageCLASS 2200 Advanced Copier	61600	2519
Cisco Smart Phone, Full Size	76441	1794
Harbour Creations Executive Leather Armchair, Adjustable	50120	1389
Hon Executive Leather Armchair, Adjustable	58200	974
Motorola Smart Phone, Full Size	73159	2104
Nokia Smart Phone, Full Size	71904	2054
Nokia Smart Phone, with Caller ID	47880	1084
Office Star Executive Leather Armchair, Adjustable	50667	1224
Total	625561	16261

Key Insights :-

- Technology is the top-performing category**, generating the highest sales (~4.7M) and strongest profitability, making it the primary revenue driver.
- Central region leads overall profit**, followed by South and North, while West and Caribbean contribute comparatively lower profit and need performance optimization.
- Smartphones dominate Top-10 products**, with Apple, Cisco, Motorola, and Nokia models driving a large share of revenue — indicating strong customer demand for Technology products.

Recommendations

- Prioritize Technology products in marketing and inventory planning.
- Investigate underperforming regions (West & Caribbean) for pricing or logistics issues.
- Focus promotions on high-selling smartphone SKUs to maximize revenue impact.