

Task13- BI Dashboard Storytelling — KPI Report (Avantika)

3.31M

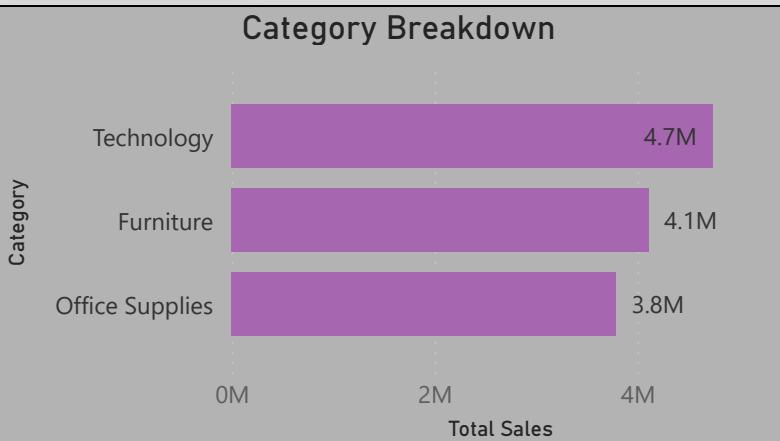
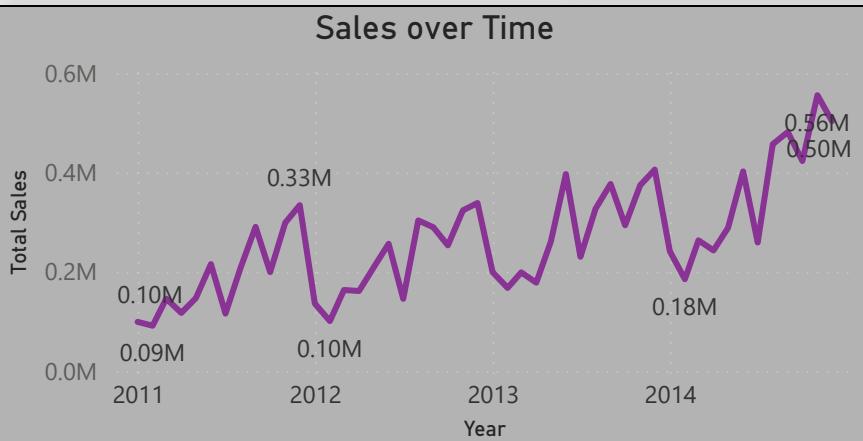
Total Profit

13M

Total Sales

26.17%

Profit Margin %

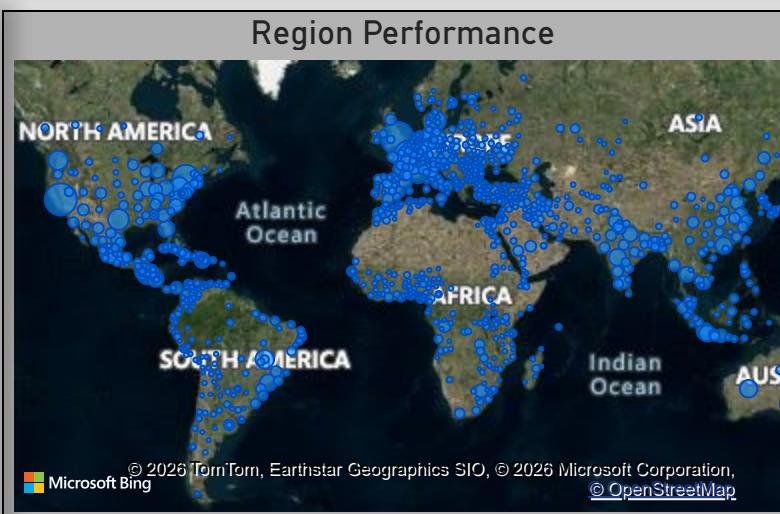


Region
Africa
Canada
Caribbean
Central
Central Asia
East
EMEA
North

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

Product Name	Total Sales	Total P
Apple Smart Phone, Full Size	86936	190
Canon imageCLASS 2200 Advanced Copier	61600	251
Cisco Smart Phone, Full Size	76441	179
Harbour Creations Executive Leather Armchair, Adjustable	50120	138
Hon Executive Leather Armchair, Adjustable	58200	97
Motorola Smart Phone, Full Size	73159	210
Nokia Smart Phone, Full Size	71904	205
Nokia Smart Phone, with Caller ID	47880	108
Office Star Executive Leather Armchair, Adjustable	50667	122
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.