Business Insights Report – Power BI Portfolio 2025

# Page 1: Sales Performance

## Business Insights

• Top Regions: The North-West and Central regions drove the most revenue.  
• Seasonality: Sales peaked in November and December, indicating a strong year-end performance, possibly due to promotions.  
• Top Products: Accessories and Smartphones lead sales, suggesting customer preference for mid-tier items.  
• Growth Opportunity: Sales in Q1 lag behind — potential to run early-year campaigns.

# Page 2: Inventory Management

## Business Insights

• Low Stock Alert: 12 products are below reorder level – restocking required to prevent stockouts.  
• Fast Movers: Accessories and Phone Chargers have the highest turnover rate.  
• High Inventory Holding: Laptops show low movement — consider bundling or discounts to offload.  
• Efficiency Metric: Current turnover ratio is 3.5, which is within ideal range for consumer electronics.

# Page 3: Human Resources (HR) Dashboard

## Business Insights

• High Growth: 15% of the workforce joined in the last 6 months.  
• Retention Challenge: Attrition spiked in Q2 — exit interviews suggest burnout in customer support.  
• Diversity: Gender split is 60% Male, 40% Female — ongoing efforts to improve representation.  
• Salary Gaps: Tech and Sales departments show wide salary variation — may need equity review.