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Subject: Dashboard Requirements for Performance Metrics and Insights

Dear Ayush Wase,

NexEra Supplies Store requires a dashboard to assess its overall performance through key metrics and targeted insights. Below are the detailed requirements from various teams:

1. Performance Overview for Management

The management team seeks a concise overview of the following:

- **Total Revenue Generated:** What is the total revenue generated so far?
 - **Profitability:** How profitable has the store been over the years?
 - **Order Processing:** How many orders have been successfully processed?
 - **Customer Base:** How many consumers have been served?
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2. Annual Sales Trends for the Sales Team

To inform strategy, the sales team requires:

- A graph depicting **annual sales performance over the years**.
 - The same graph should also illustrate the **overall trend and total sales** of the store over the years.
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3. Seasonality and Profitability Trends for Marketing and Finance Teams

The marketing and finance teams, working collaboratively, need insights into sales and profitability trends:

- A graph showing how **sales and profits fluctuate month by month**.
 - Identification of **months where profits significantly increase or decrease**, highlighting potential seasonal trends.
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4. Regional Performance for Market Analysis

Regional managers need insights to allocate resources effectively:

- **Top-performing markets:** Which markets are generating the most sales and profits?
 - **Underperforming markets:** Are there specific markets where efforts should be focused to boost performance?
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5. Quarterly Sales Analysis

To support quarterly business planning, the management requires a breakdown of **overall sales for each quarter**.

6. Interactive Feature for Tailored Insights

After the above visuals are built, the management would like to incorporate an **interactive feature** that allows them to select specific segments and categories. This functionality should dynamically adjust all graph values based on the selected category and segment, providing a **customized and tailored view of the data**.

Please let me know if additional clarification or details are needed for any of the points above.

Best regards,
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