Dashboard 1

. **Customer Analysis:** provide insights into the profit generated from male and female customers, and breaks down the average spending by customer age groups, showing which age groups are most profitable.

. **Profitability over Time:** This includes a profit trend and month-over-month growth rate, which could help in identifying seasonal patterns or trends in sales effectiveness.

. **Profitability by Weekday:** Analyzes which days of the week generate the most profit, useful for staffing and marketing efforts.

Product Analysis: Details the top-selling and most profitable products, as well as product return and refund rates. This is critical for inventory management and identifying which products are most valuable to the business.

Dashboard 2

. **Store Budget vs Revenue:** Presents a comparison of revenue vs. target for each store, which helps in understanding which stores are under or over-performing against their targets.

. **Month-by-Month Analysis:** Offers a detailed month-by-month breakdown of total revenue and targets, highlighting variances. This can be important for financial planning and performance management.

Dashboard 3

. **Quarterly Revenue Analysis:** Shows revenue generated per quarter against the average, providing a quick view of performance relative to the norm.

. **Weekday/Weekend Revenue Analysis:** Gives a comparison of revenue generated on weekdays versus weekends, which can help in making staffing and operational decisions.

. **Monthly Revenue vs Target:** Tracks monthly performance against goals, which is fundamental for short-term financial planning and adjustments.