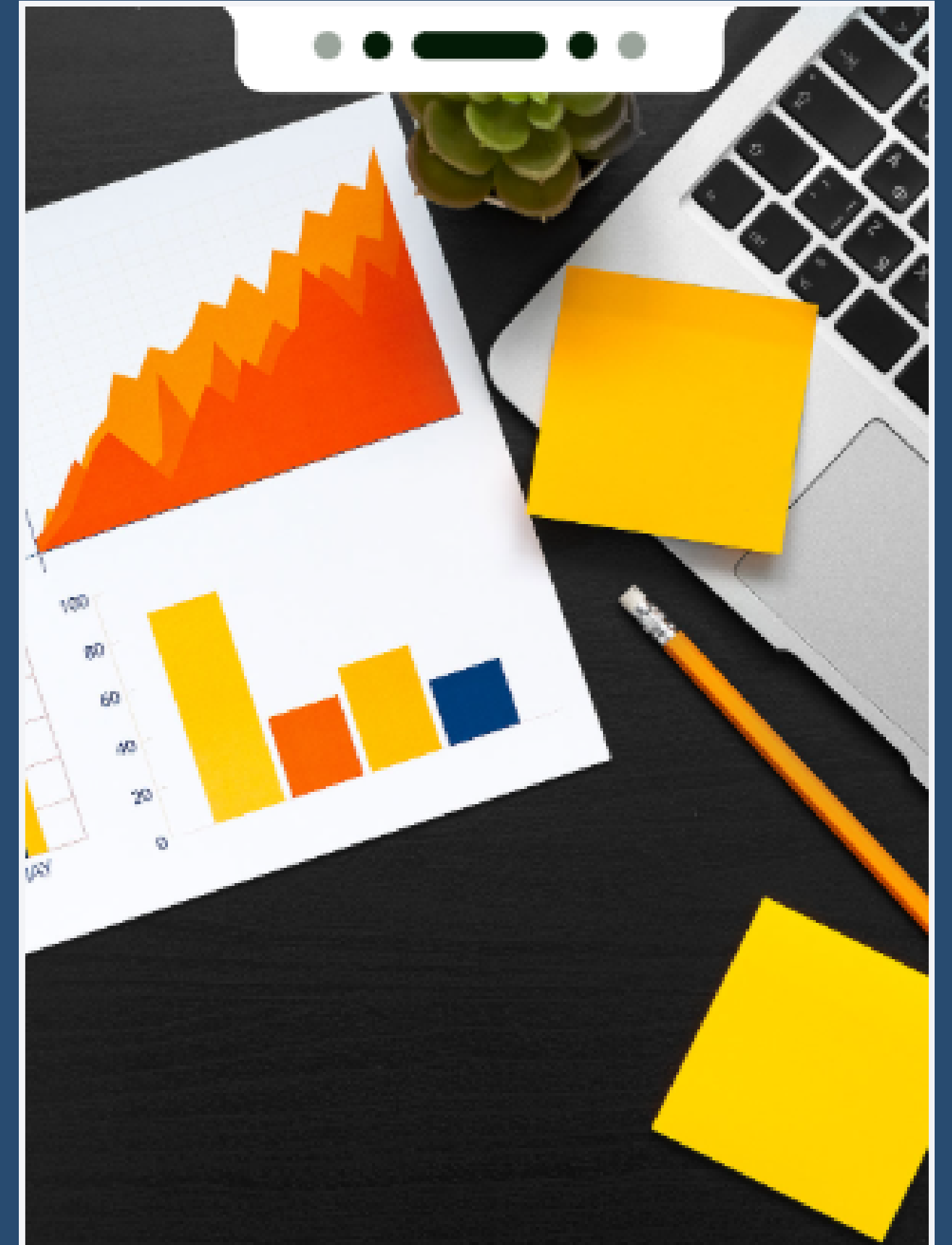# Interactive Sales Dashboard

An Overview of Key Business Insights

# Sales Performance Overview
## Analyzing sales data for informed business decisions

- Visualize company performance,

Utilizing sales data to create a clear and engaging visual representation of overall business performance, aiding in immediate understanding of key metrics.

- Informed business decisions,

Empowering stakeholders with essential insights derived from data analysis, facilitating strategic planning and decision-making processes.

- Focus on Sales and Profit,

Highlighting critical aspects of sales and profit analysis to evaluate the effectiveness of business strategies and identify growth opportunities.

- Product Performance insights,

Examining the success of various products to identify best-sellers and underperformers, driving product strategy and marketing efforts.

- Geographical Insights,

Analyzing sales data by location to uncover market trends and tailor strategies for different regions, enhancing customer targeting.

- Time-based Trends,

Understanding how sales fluctuate over time, which helps in forecasting and strategic planning based on historical data trends.

# 11,99,20,182.26
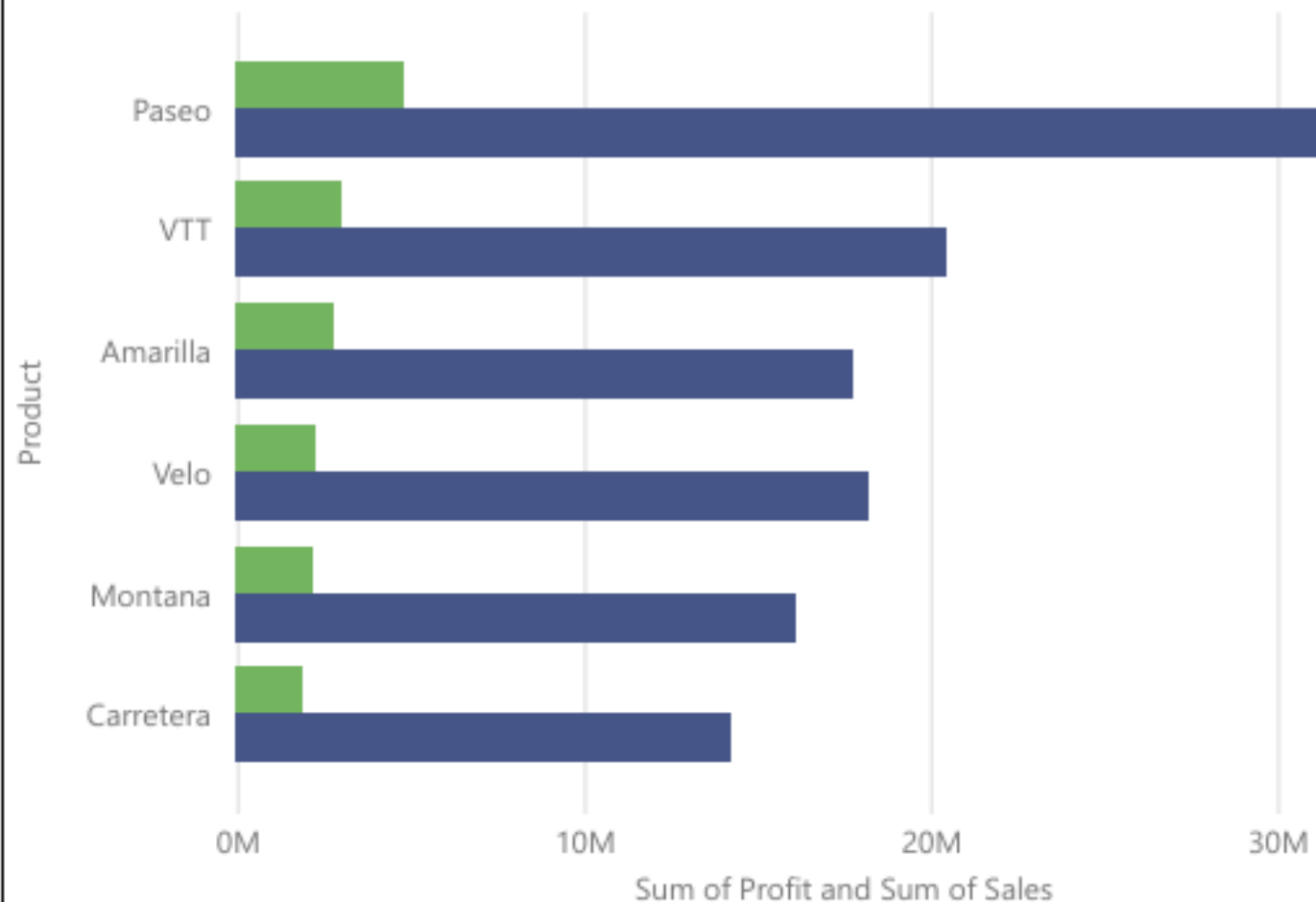Sum of Sales

# 1,71,36,425.26
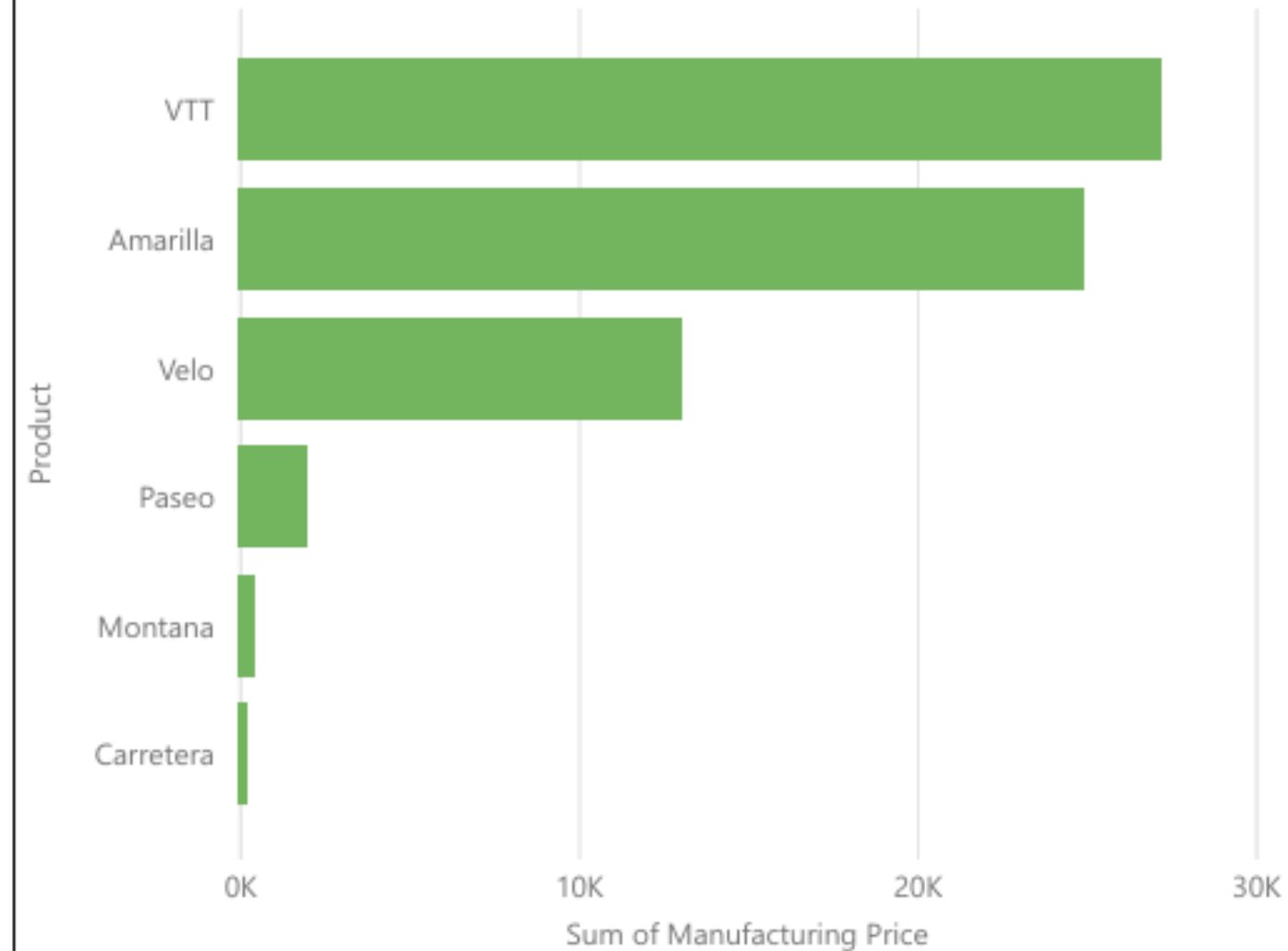Sum of Profit

# 92,16,977.24
Sum of Discounts

# 68062
Sum of Manufacturing Price

## Sum of Profit and Sum of Sales by Product
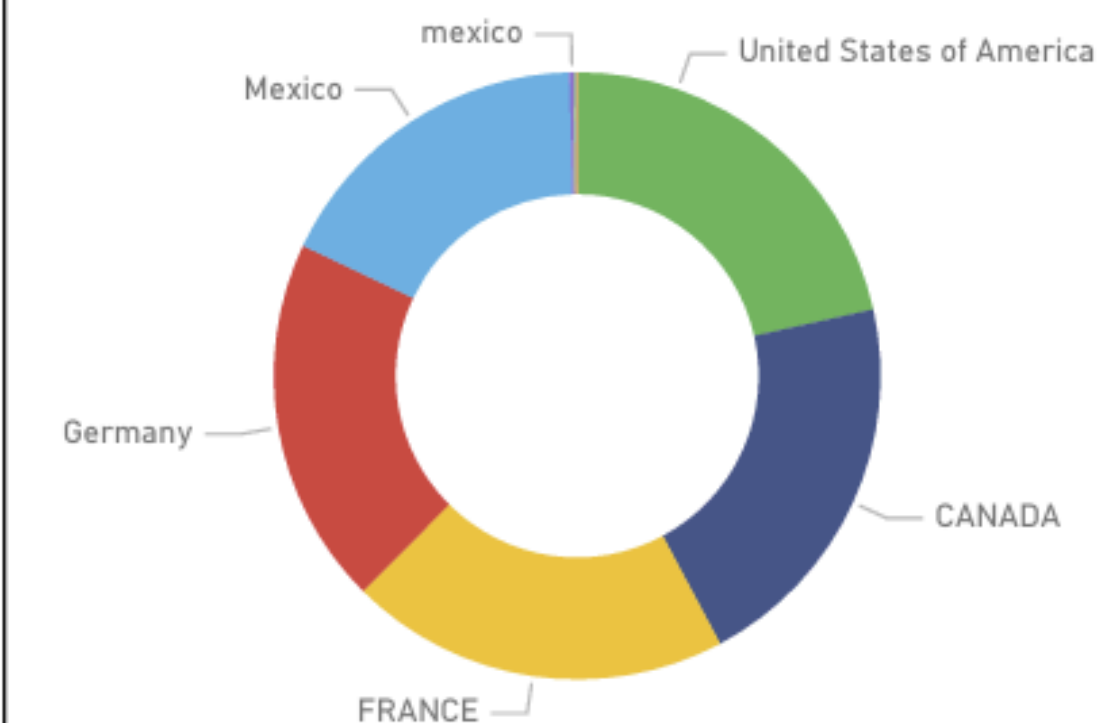
● Sum of Profit ● Sum of Sales



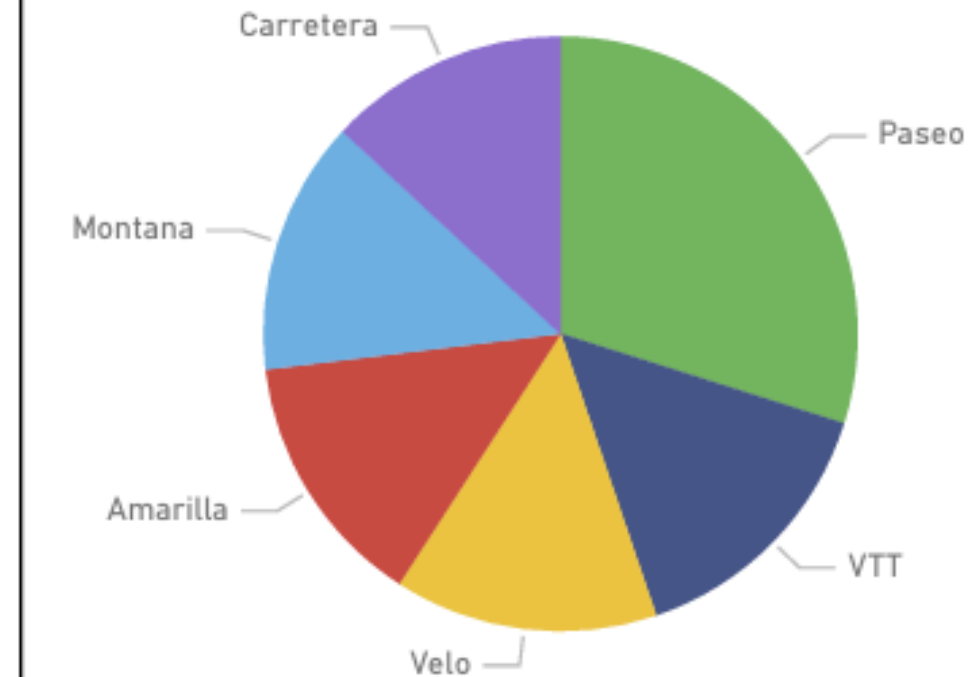## Sum of Manufacturing Price by Product



## Sum of Sales by Year



## Sum of Sales by Country



## Sum of Units Sold by Product

# Dashboard Summary: Sales Performance Analysis

**Overview,**
**This interactive dashboard provides a comprehensive analysis of the company's sales, profit, product performance, and market reach, helping stakeholders make data-driven decisions**

Key Metrics (KPIs) :
Total Sales: ₹11,99,20,182.26
Total Profit: ₹1,71,36,425.26
Total Discounts Given: ₹92,16,977.24
Total Manufacturing Price: ₹68,062

Insights from Visualizations :
- Product Performance
1. Top Seller: Paseo, followed by VTT and Amarilla.
2. Paseo leads in sales; VTT has the highest manufacturing cost.
3. Units sold are fairly distributed, with Paseo leading.

- Geographical Analysis
1. Top Markets: United States, Canada, and France.
2. Country-wise donut chart shows regional distribution of sales.

- Time-Series Trend
Clear upward sales trend from 2013 to 2014, indicating business growth.

Stakeholder Insights
- Identify best-selling products and optimize underperformers.
- Analyze regional markets for targeted strategy.
- Assess profitability vs manufacturing cost for product-level planning.
- Understand yearly growth for forecasting and resource planning.

Dashboard Features :
- Cards for totals (Sales, Profit, Discounts, Manufacturing Price)
- Bar Charts to compare Sales & Profit by Product
- Pie/Donut Charts for Country-wise Sales & Units Sold
- Line Chart for Yearly Sales Trend
- Consistent Color Theme for clarity
- Optional Slicers (filters) can be added for interactivity

# Thank You