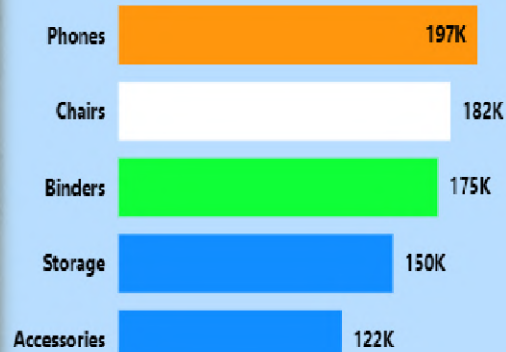
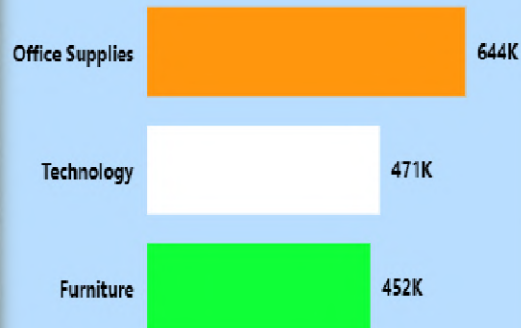


Global Sales Performance Dashboard

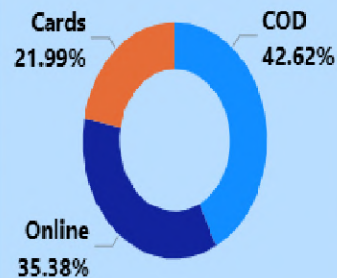
Sales by Sub-Category



Sales by Category



Sales by Payment Mode



sum of sales

2M

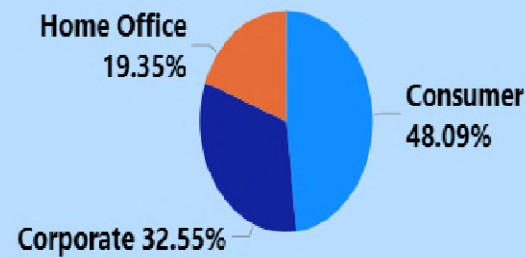
sum of profit

175K

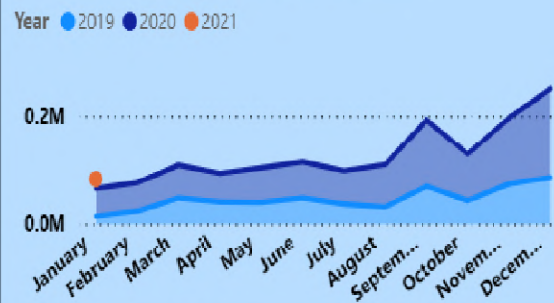
Avg Delivery Day

4

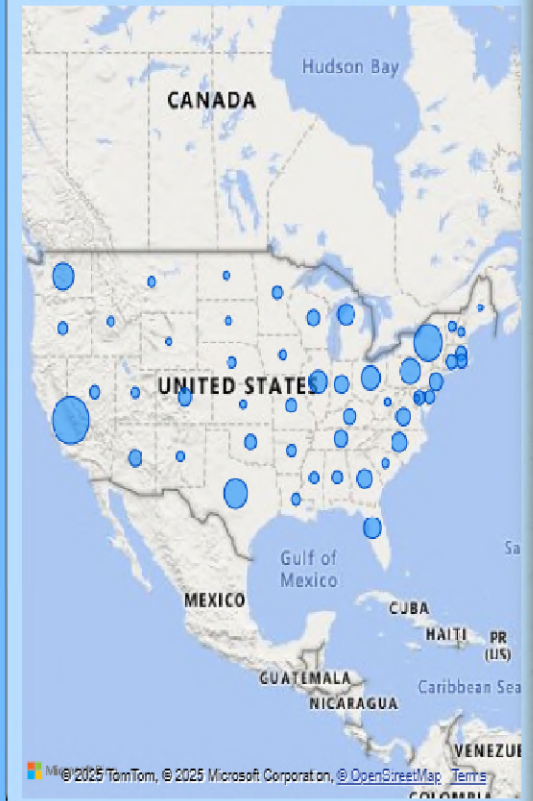
Sales by Segment



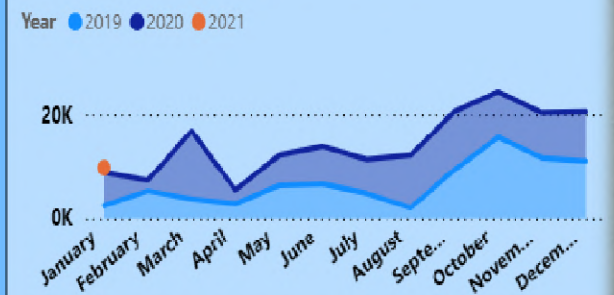
Sales by Month and Year



Sales and Profit by State



Profit by Month and Year



Global Sales Performance Dashboard

- ➔ This outline provides a structured approach to presenting the key insights from the “Globe Sales Performance Dashboard”

Introduction & Dashboard Overview

- ➔ This dashboard provides a comprehensive view of our globe sales performance, highlighting key trends and areas for focus.
- ➔ Purpose:- To review sales and profit trends, indentify top-performing segments, and understand regional contributions.
- ➔ Data Scope:- Sales and profit data across various dimensions (Regional, Payment Mode, Sub-Category, Segment, Time, State).

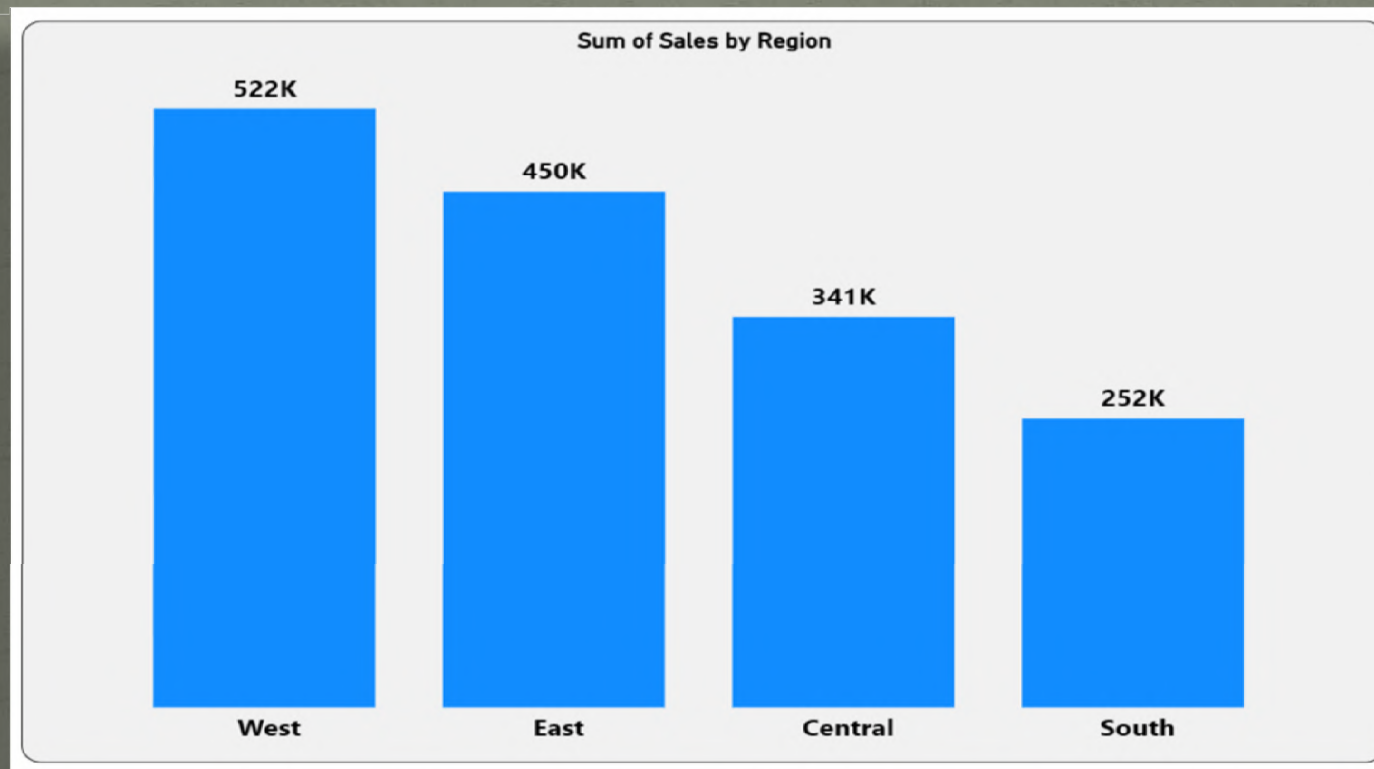
Overall Performance

- ➡ Total Sales:- 2 Million
- ➡ Total Profit:- 175 Thousands
- ➡ Average Delivery Day:- 4

Sales by Region

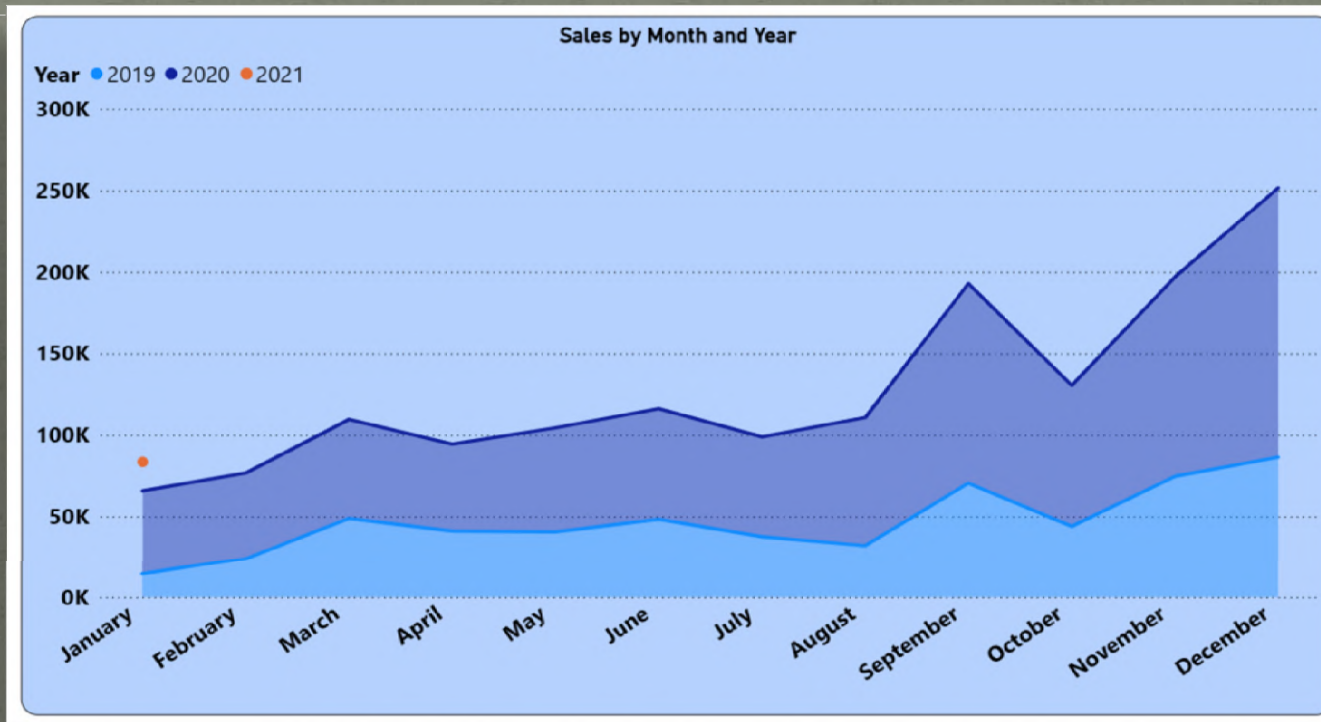
- ➡ West:- 33.37% (Highest Contribution)
- ➡ East:- 28.75%
- ➡ Central:- 21.78%
- ➡ South:- 16.1% (Lowest Contribution)

Sum of Sales by Region



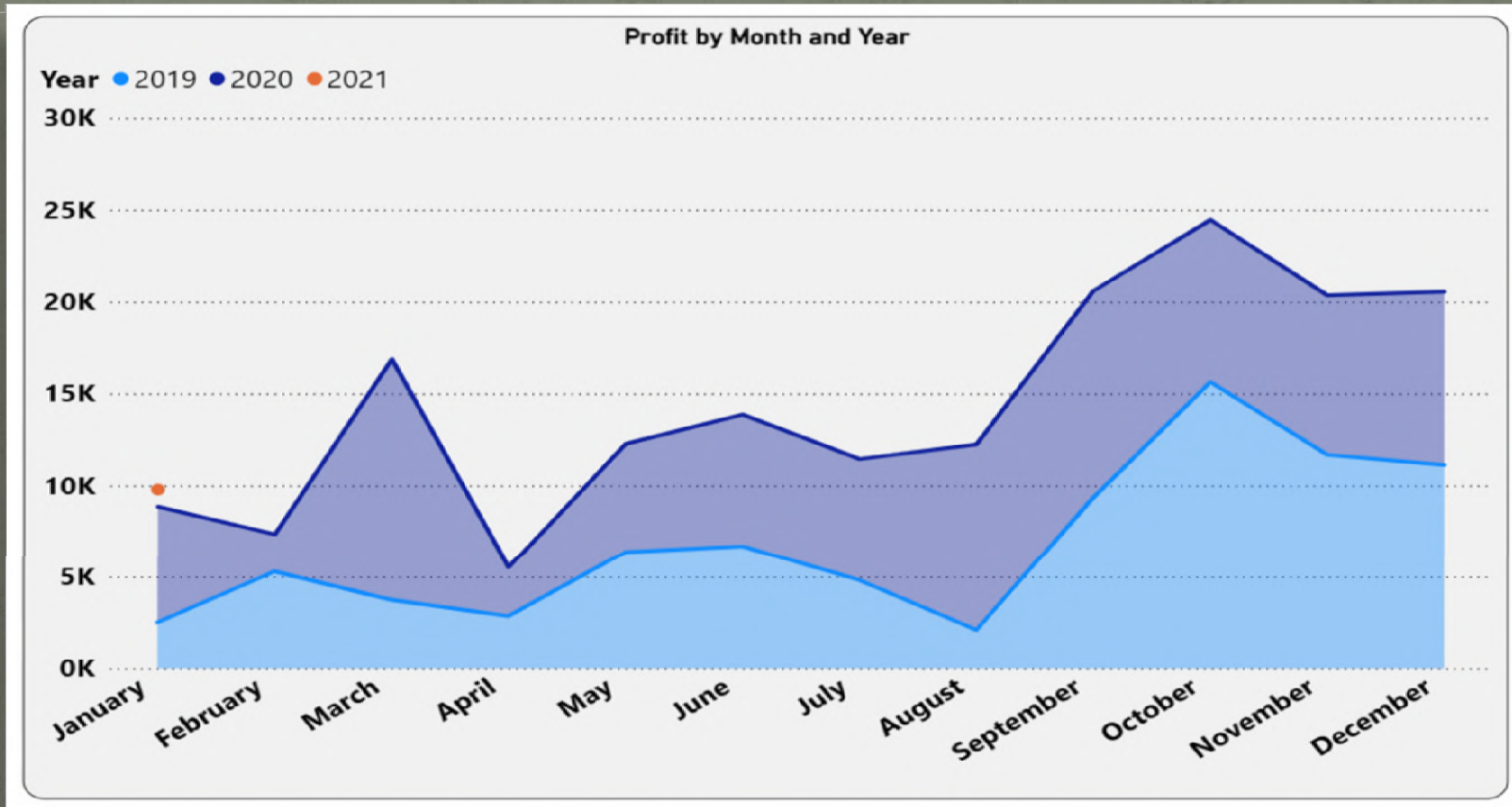
➡ This bar chart shows how much was sold in each region: West, East, Central, and South. The West made the most sales with 522K, followed by the East at 450K. Central had 341K in sales, and the south had the lowest at 252K. From this chart, we can see that the West and East are performing better than other regions. It helps us understand which areas are doing well and which may need more attention. This information can be useful for planning, deciding where to invest more, and improving sales in regions with lower performance.

Sales by Month and Year



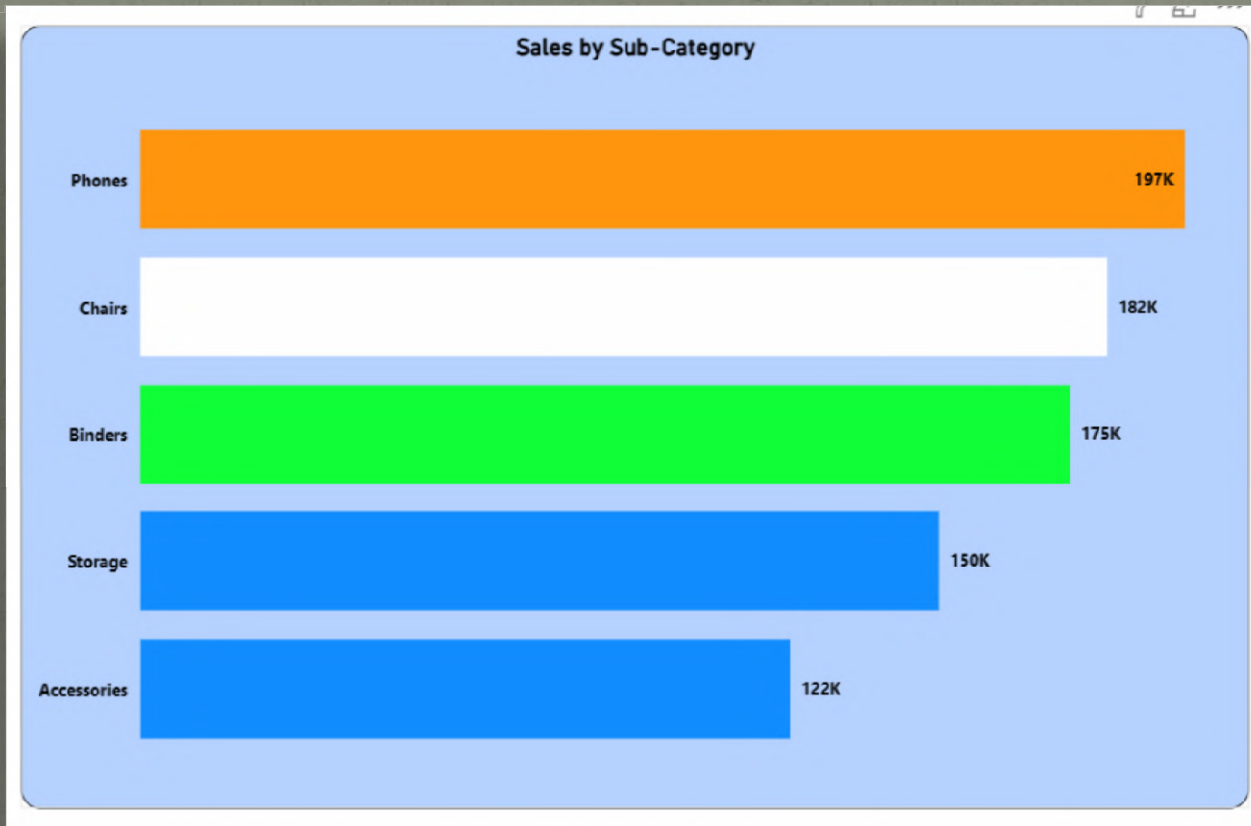
➡ This line chart presents a comparison of monthly sales data for the years 2019, 2020 and 2021. Sales in 2019 remained relatively low and stable throughout the year, while 2020 showed significant growth, especially in the final quarter. The sharp rise in sales from September to December 2020 indicates a strong year-end performance, possibly driven by seasonal demand or successful marketing efforts. Although 2021 data is limited to January, it already shows a positive start. This visualization helps identify yearly trends, seasonal peaks.

Profit by Month and Year



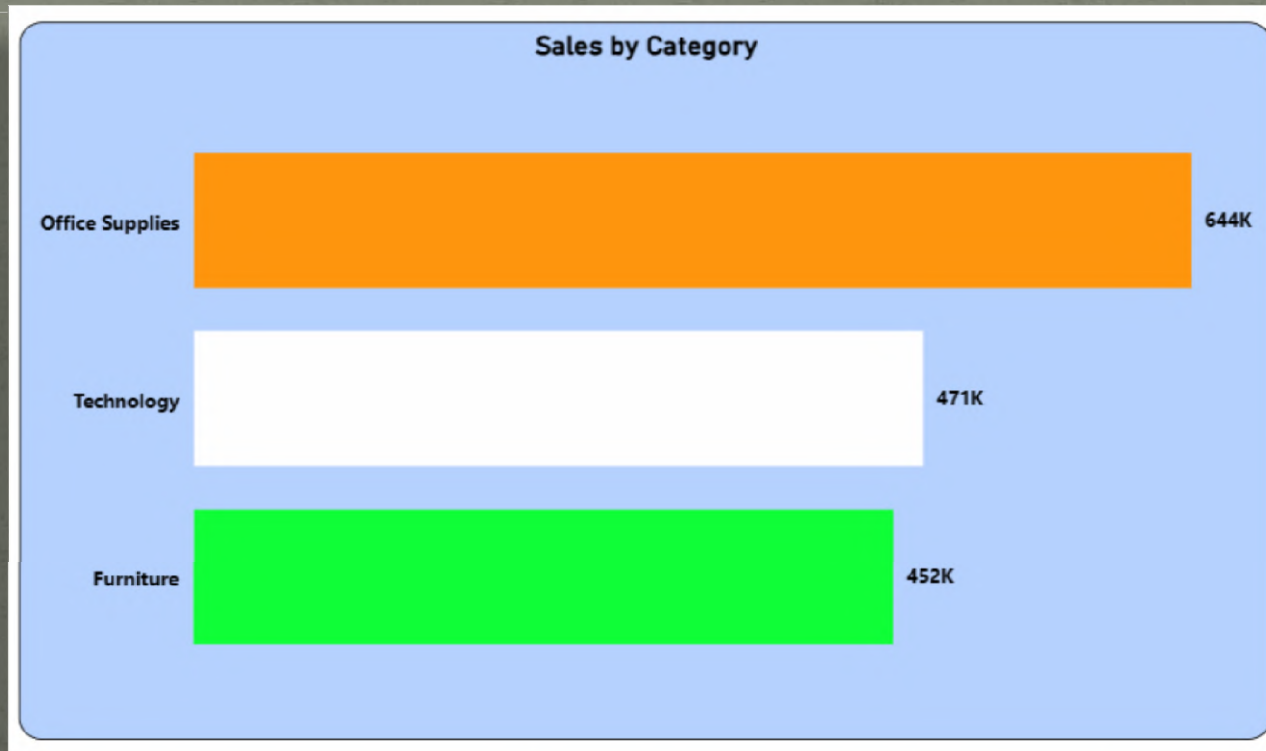
➡ This line chart presents a monthly profit data from 2019 to 2021. Profit peaked in October and November, especially in 2020. The lowest value occurred April and August. The shaded areas represent cumulative growth, with notable increases in the last quarter of each year, indicating seasonal trends in business performance.

Sales by Sub-Category

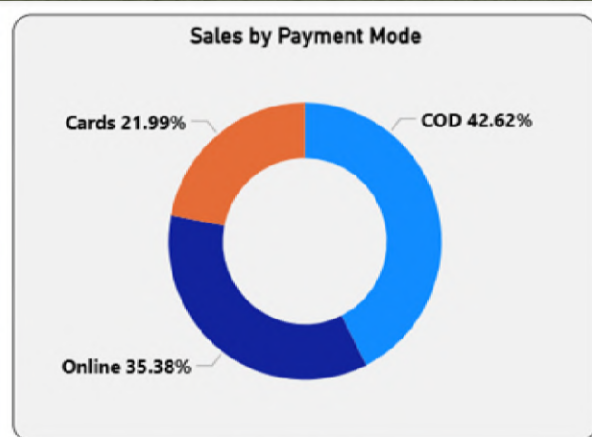


➡ This bar chart shows sales performance by sub-category. Phones lead with 197k in sales, followed by Chairs (182k), Binders (175k), Storage (150k), and Accessories (122k). The visualization highlights the top-performing product groups, helping stakeholders identify where revenue is strongest and optimize inventory or marketing focus accordingly.

Sales by category



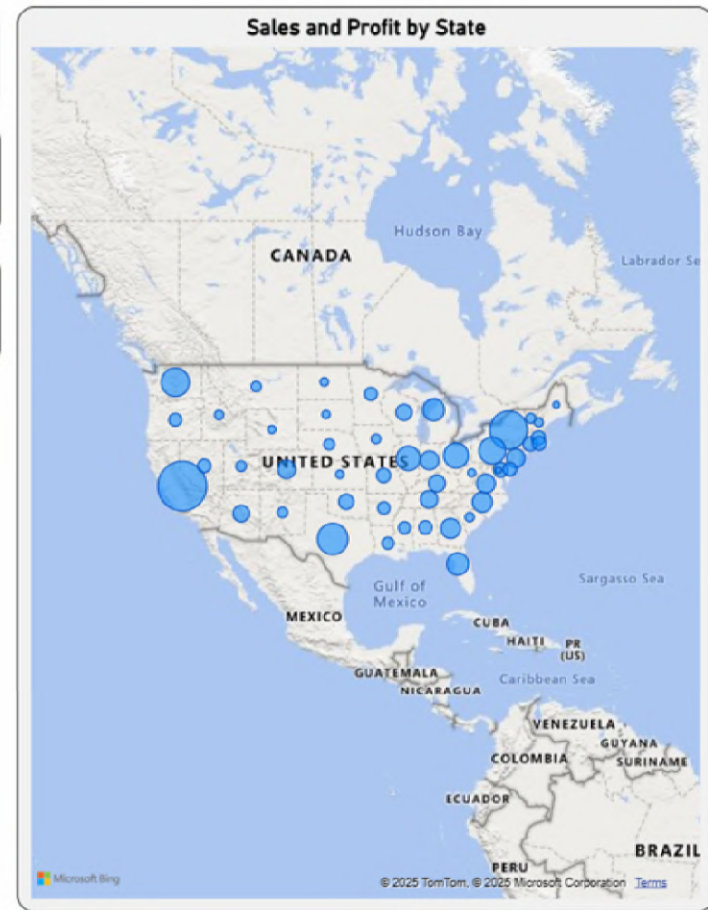
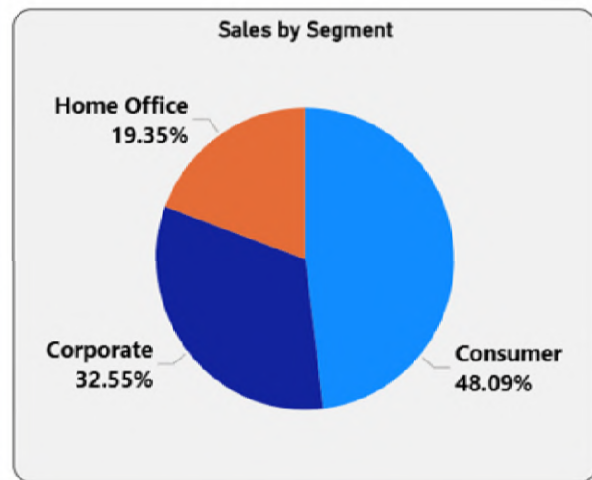
➔ This bar chart shows sales performance by category . Office Supplies lead with 644K in sales, followed by Technology (471K) and Furniture (452K). The visualization helps identify which broad product categories drive the most revenue, supporting strategic decisions around inventory planning, marketing spend, and business focus across departments.



sum of sales
2M

sum of profit
175K

Avg Delivery Day
4



➡ This dashboard gives a full summary of sales and profit performance. Total sales reached 2 million, with a profit of 175K and an average delivery time of 4 days. Most sales came from the Consumer segment (48.09%), followed by Corporate and Home Office. In payment modes, Cash on Delivery (COD) was most used (42.62%), followed by Online and Card. The map shows how sales and profits are spread across different U.S. states, with bigger circles showing higher values. This dashboard help understand who's buying, how they're paying, and which areas are generating the most business.