Insights Report — Sales

1. General context
This report is based on the sales dashboard, with analysis by product, category, city/region, and time evolution. It includes rankings of top products, share by category, sales evolution, and segmenters by region, category, and date.

2. Key findings & actionable insights

 Insight 1 — "Leading products and category preference"
In the Total Sales by Product chart, the products that lead sales are (according to the visible data): Cheese, Yogurt, Chocolate, Arepa, Coffee.

In the Sales Share by Product Category ring chart, we can see that the "Dairy" category has a significant share of total sales; other relevant categories are ("Snacks," "Beverages," "Groceries," etc.).

Strategic recommendation:
Prioritize marketing campaigns, promotions, and commercial packages around dairy products—for example, cheese + yogurt combos, discounts, or special bundles. Also evaluate expanding the product offering within the "Dairy" category (variants, presentations, loyalty).

 Insight 2 — "Sales stability and trends"
The Total Sales by Date line graph shows relatively consistent behavior with occasional peaks. In the recent period, there is a visible uptick toward the end of the month (or end of the period), suggesting periodic or seasonal purchasing patterns.

When combined with filters by region and category, it would be possible to identify whether these peaks correspond to specific days, locations, or categories.

Strategic recommendation:
Implement remarketing campaigns or temporary promotions around these identified peaks: for example, monthly offers near the end of the month, intermittent customer reminders, end-of-month bundles. This can optimize recurring revenue and take advantage of purchasing patterns.

 Insight 3 — "Geographic distribution of sales"
The map shows sales distributed across several cities/regions, indicating geographic diversification of customers. Although the exact details (values) are not shown, multiple coverage implies potential for segmentation by region.

Combined with region/category/date slicers, this allows for analysis of regional preferences — which may reveal that certain products are more popular in certain areas.

Strategic recommendation:
Design regional commercial strategies: targeted promotions by city or area, adapt product mix according to region, differentiated shipping logistics, regional packages, etc. This can maximize conversion and optimize inventory according to geographic demand.

3. Additional recommendations for analysis & improvements
Customer segmentation: Implement additional KPIs (purchase frequency, average amount per customer, retention) to identify recurring vs. occasional customers.

Performance analysis by sales channel: If you have a "Sales_Type" dimension, analyze which channels generate the most revenue (call center, physical store, online, distributor).

Analysis by discounts and shipping costs: Evaluate the impact of discounts and shipping costs on net

profitability—not just gross sales.

Forecasting/Projections: With historical data and identified seasonality, develop sales projections for the coming months and plan inventory.

4. Conclusion & Next Steps

The current dashboard provides a solid foundation for understanding what sells, where, and when. Immediate priorities should revolve around boosting the "Dairy" category, implementing campaigns based on purchasing behavior, and adapting the strategy according to region. To maximize value, I recommend extending the analysis to include profitability (not just sales), customer segmentation, and analysis by sales channel.