FINANACIALS – EXCEL DASHBOARDS:  
 Let us see the brief description about the columns in “FINANCIALS” Dataset

1. Segment: This column likely categorizes the type of customer segment to which the sale belongs (e.g., retail, corporate, wholesale).

2. Country: The country where the sale took place.

3. Product: The specific product that was sold.

4. Discount Band: The level of discount applied to the sale.

5. Units Sold: The number of units of the product sold in the transaction.

6. Manufacturing Price: The cost of manufacturing each unit of the product.

7. Sale Price: The price at which each unit was sold.

8. Gross Sales: The total sales revenue before accounting for discounts.

9. Discounts: The amount of discounts applied to the sale.

10. Sales: The total sales revenue after accounting for discounts.

11. COGS (Cost of Goods Sold): The cost of producing the units sold.

12. Profit: The profit generated from the sale, calculated as Sales - COGS.

13. Date: The specific date of the transaction.

14. Month Number: The numerical representation of the month in which the transaction occurred.

15. Month Name: The name of the month in which the transaction occurred.

16. Year: The year in which the transaction occurred.

**INSIGHTS FROM THE DASHBOARD:**

1 .**Country - wise Segment:**

This dashboard visualizes sales data by country and customer segments, revealing that the "Corporate" segment consistently generates higher revenue across all countries, while the "Retail" segment shows strong performance in the United States and countries like Germany and France.

**2**. **Profits on Segments:**

This dashboard visualizes profit distribution across different customer segments, illustrating that the "Channel Partner" segment yields the highest average profit, while the "Government" segment contributes significantly to the overall profit due to its higher sales volume and moderate profit margins.

**3. Discount Analysis on Segments:**

This dashboard presents the relationship between customer segments and discount bands, revealing that the "Channel enterprise" segment predominantly receives medium-level discounts, whereas the "Government" segment consistently benefits from the highest discounts, potentially indicating strategic pricing for different customer types.

**4 .Product Wise Gross Sales:**

This dashboard visualizes gross sales by product, indicating that Product “Paseo” drives the highest gross sales volume, while Product “Montana” exhibits significantly lower profit margins despite lower sales, potentially pointing to its premium pricing or cost-effective production.

**5.Monthly Units Sold Analysis:**

This dashboard displays units sold over different months, highlighting a consistent upward trend in sales during the summer months (June to August), potentially suggesting a seasonal demand pattern for the products.

**6.Sales And Profit Analysis:**

This dashboard visualizes the relationship between sales and profits, indicating that while sales and profits generally correlate positively, there are instances of higher sales yielding lower profits, suggesting potential variations in cost structures or discount impacts on profitability.

**7. Monthly Sales Analysis:**

This dashboard represents sales trends by month, revealing that December consistently stands out as the month with the highest sales, potentially driven by holiday season shopping and promotional activities.

**8. Yearly Profits On Products:**

This dashboard illustrates the relationship between profits and products across different years, highlighting that while Product “Paseo” consistently generates substantial profits, there was a notable decline in profits for all products in the year 2013, warranting further investigation into potential external factors affecting profitability.