



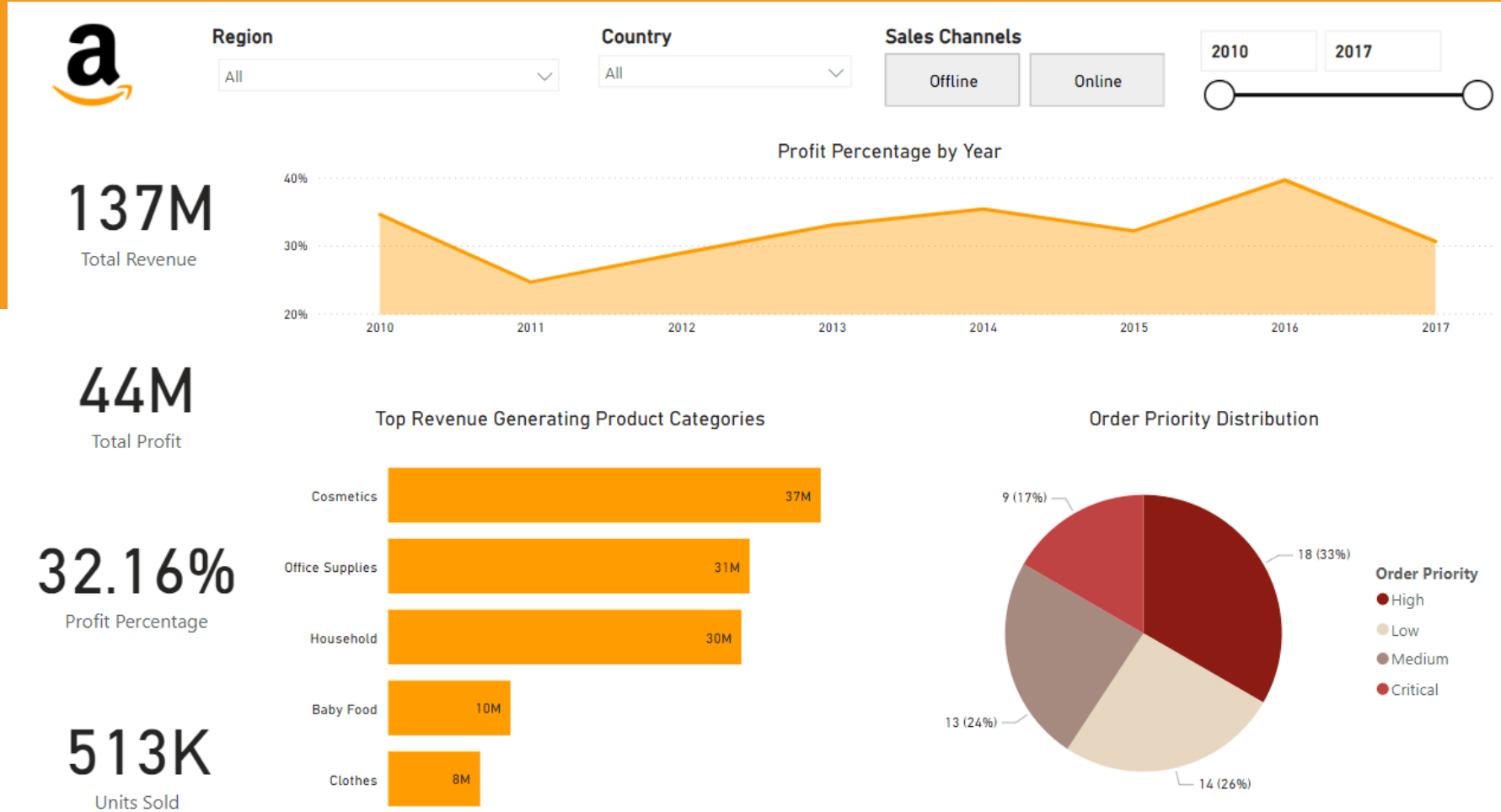
Sales Dashboard

Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.

- Analyse Sales Trend → Year wise, Month wise and Yearly Month wise
- Top Products Category
- Revenue region and country wise

Report



Key Performance Indicators

- Total Revenue
- Total Cost
- Total Profit
- Profit Percentage %

Insights Gained

- Sales through Offline channels are more as compared to Online channels
- In Offline sales Household category is the most revenue generating
- In Online sales Cosmetics category is the most revenue generating
- Most units are being sold in the region of Europe and Sub-Saharan Africa
- Usually there is a spike in sales in the June, July, August and September
- 2016 was the most profitable year