

# RETAIL SALES ANALYTICAL DASHBOARD

Insights on revenue, profitability and performance trends

4.11M 285.20K 8486.78%

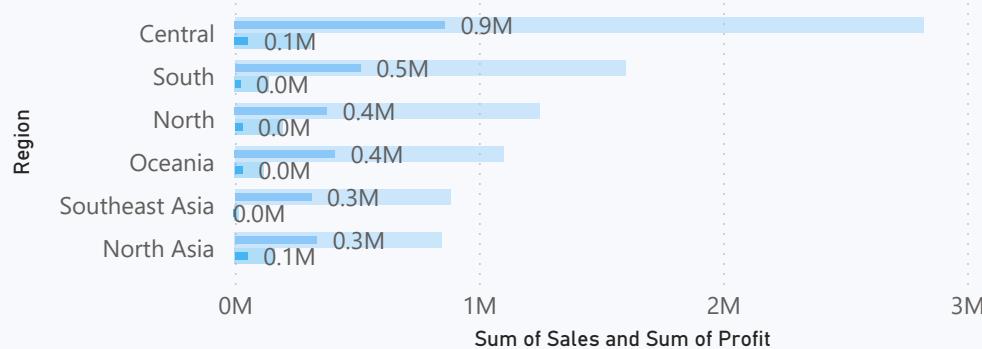
Sum of Sales

Sum of Profit

Sum of Profit Margin

## Regional Revenue & Profit Comparison

● Sum of Sales ● Sum of Profit

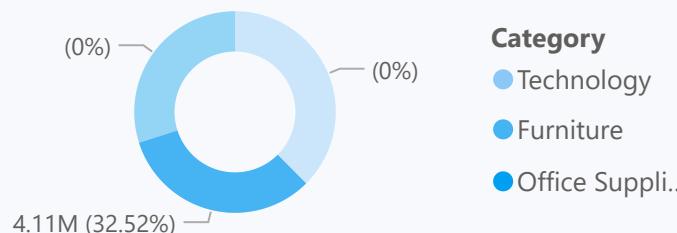


## Monthly Revenue & Profit Trend

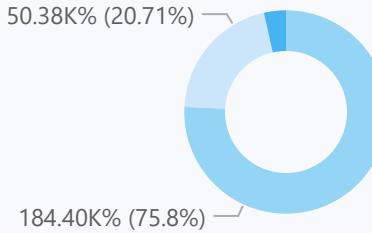
● Sum of Sales ● Sum of Profit



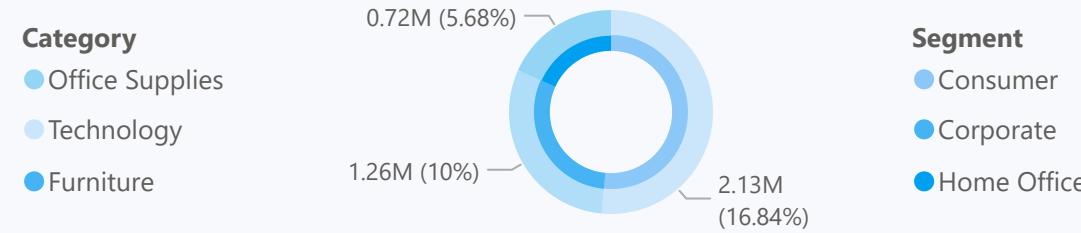
## Revenue Contribution by Product Category



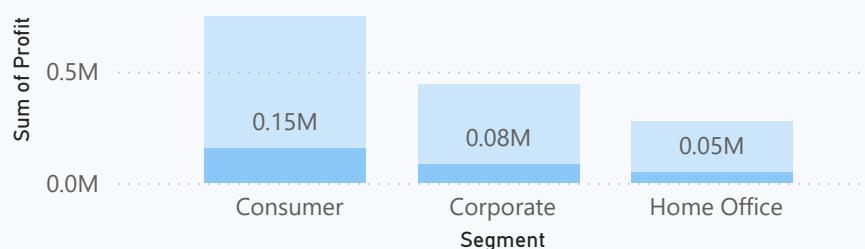
## Profitability Distribution by Category



## Customer Segment Revenue Split



## Profit Contribution by Customer Segment



## Insights Summary

- The Consumer segment accounts for the **highest revenue share (~51%)**, making it the dominant customer group.
- Central** region leads revenue (~**2.8M**) and profit contribution.
- Technology drives the **highest revenue share (~38%)**, indicating strong market demand for tech products.
- Office Supplies deliver the **highest profit margin contribution efficiency (~76%)**, despite lower revenue share.