

RETAIL SALES ANALYTICAL DASHBOARD

Insights on revenue, profitability and performance trends

4.11M

285.20K

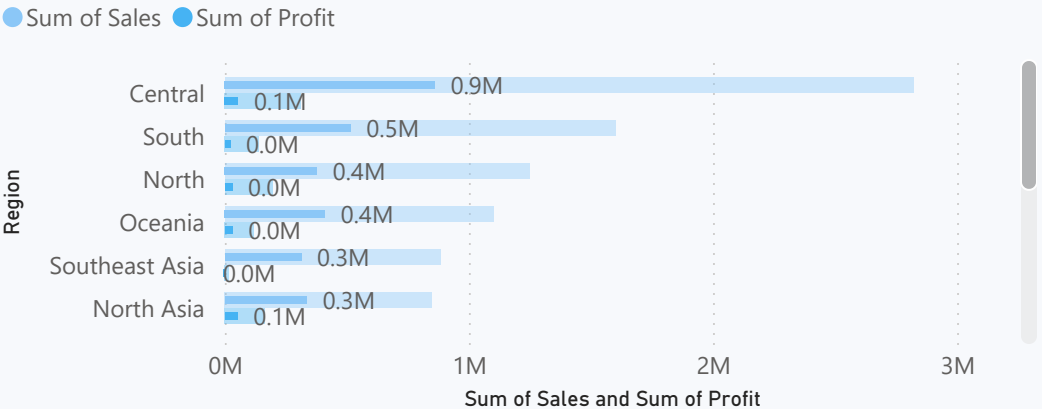
8486.78%

Sum of Sales

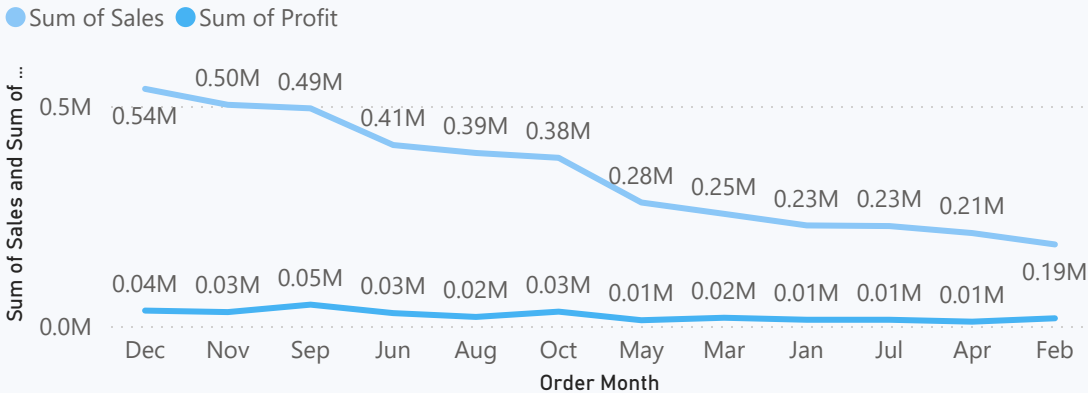
Sum of Profit

Sum of Profit Margin

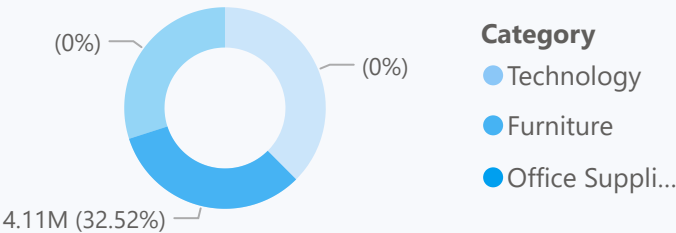
Regional Revenue & Profit Comparison



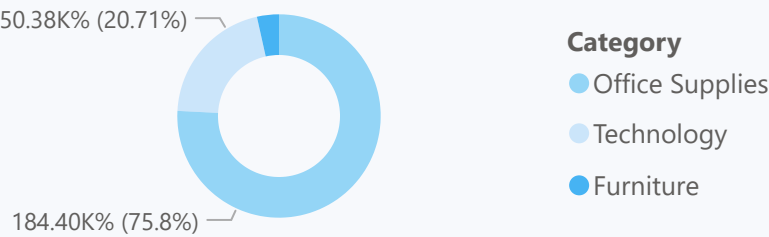
Monthly Revenue & Profit Trend



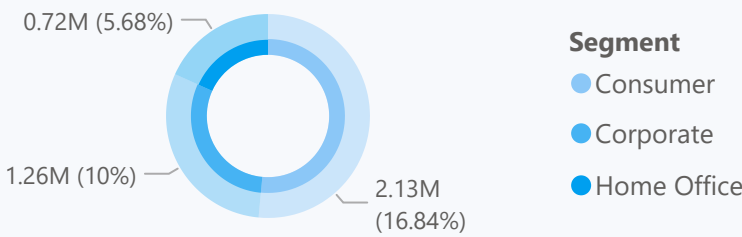
Revenue Contribution by Product Category



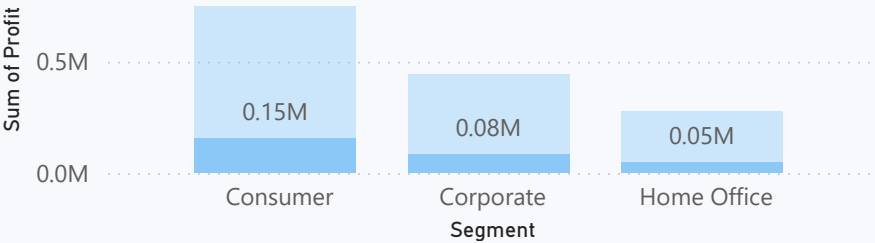
Profitability Distribution by Category



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.