Dashboard Description – Financial Summary

This dashboard provides a comprehensive analysis of the company's financial performance, offering clear insights into revenue, sales volume, profitability, and behavior by category, region, and sales team. It is designed to support decision-making through intuitive visualizations and key performance indicators.

1. Key Performance Indicators (KPIs)

At the top, the dashboard displays the main financial highlights for the selected period:

- Total Revenue: $1,851,765
- Total Sales: 35K
- Profit Margin: 13.50%
- Average Discount: 14.82%

These KPIs provide a quick overview of the overall financial performance.

2. Year Filters

The dashboard allows filtering the data by 2015, 2016, and 2017, enabling comparison across different years.

3. Sales by Category

A visual category selector displays performance across product groups such as Furniture, Office, and Technology, making it easy to analyze revenue distribution by type of product.

4. Revenue by Region

A horizontal bar chart compares revenue among regions:

- West: $586.71K
- East: $559.98K
- Central: $409.71K
- South: $295.37K

This helps identify which areas contribute the most to overall revenue.

5. Monthly Revenue Trend

A line chart illustrates monthly revenue performance, showing seasonal patterns and fluctuations:

- Strong growth from September to November
- Lower revenue at the beginning of the year
- Highest peak in November

This visualization helps detect trends and potential demand seasonality.

6. Sales and Cost by Sales Team

A comparative horizontal bar chart shows each sales team's performance:

- Organic shows the highest sales and cost levels.
- Delta, Charlie, Bravo, and Alfa show lower volumes in comparison.

This supports evaluating efficiency and profitability across different sales teams.

🧑‍💻 *Project Developed by Gladys Ramos – Data Analyst*