



### KPIs

Total Profit

283K

Total Sales

2M

### Slicer

Country

- ☐ Austria
- ☐ Belgium
- ☐ Denmark
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Ireland
- ☐ Italy
- ☐ Netherlands
- ☐ Norway

# Data Story

The dashboard highlights **AmazingMartEU2Geo's** key sales and profit trends across locations, products, and customer segments:

- 1. Location Insights:** Strong sales in regions like **Northern Europe** and **Central Europe**, with profitability needing improvement in specific areas.
- 2. Product Performance:** Sales are driven by **Office Supplies** and **Furniture**, while smaller categories like **Art Supplies** offer growth potential.
- 3. Time Trends:** Seasonal spikes align with holidays, presenting opportunities for optimized promotions.
- 4. Regional Profitability:** Variations in profit across regions highlight the need for cost optimization and pricing strategies.
- 5. Customer Segments:** The **Consumer segment** leads, but growth is possible in **Corporate** and **Home Office** markets.