

Business Problem - Global Superstore

The Global Superstore is experiencing **inconsistent sales performance across regions, customer segments, and product categories**.

Management lacks a clear understanding of:

- Which **regions** are driving or dragging sales
- Which **product categories** generate **high revenue but low profit**
- Which **customer segments** are most valuable
- How **discounts** impact profit margins
- Month-to-month or year-to-year **sales trends**
- Which products contribute most to profit or losses

Because decisions are currently based on assumptions rather than data, the company faces:

- Reduced profitability
- Inefficient inventory planning
- Poor targeting of marketing efforts
- Inability to identify high-value customer groups
- Over-discounting leading to losses

The business needs a unified and interactive Sales Performance Dashboard that highlights patterns, identifies problem areas, and supports data-driven decision making.