

## Retail Sales Dashboard – Output Screens

### Sales and Profit Tracking

This view displays the total sales and profit performance across different categories and time periods. Ideal for quick insight into which segments are contributing most to revenue.

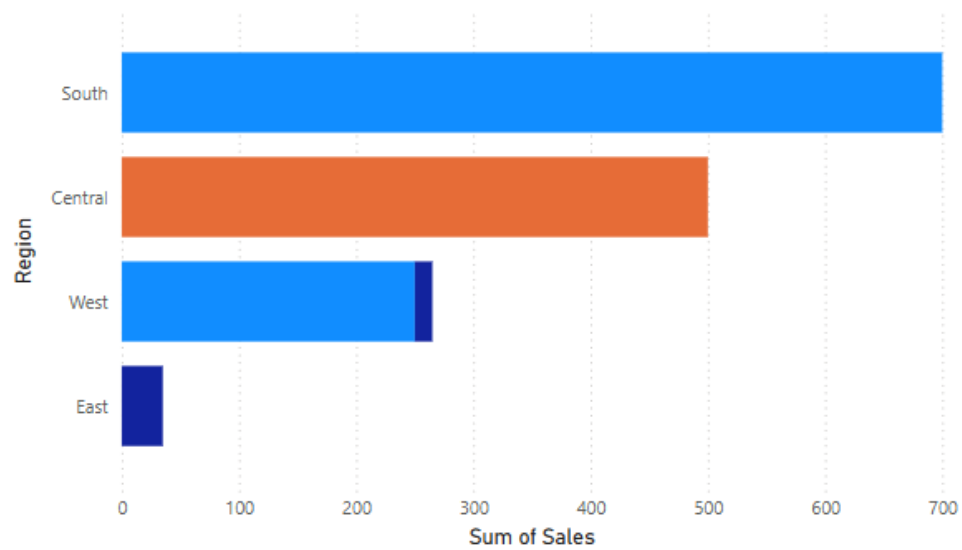


### Customer Segmentation across Regions

Highlights how customer demographics and behavior vary across different regions, enabling strategic targeting and resource allocation.

Sum of Sales by Region and Segment

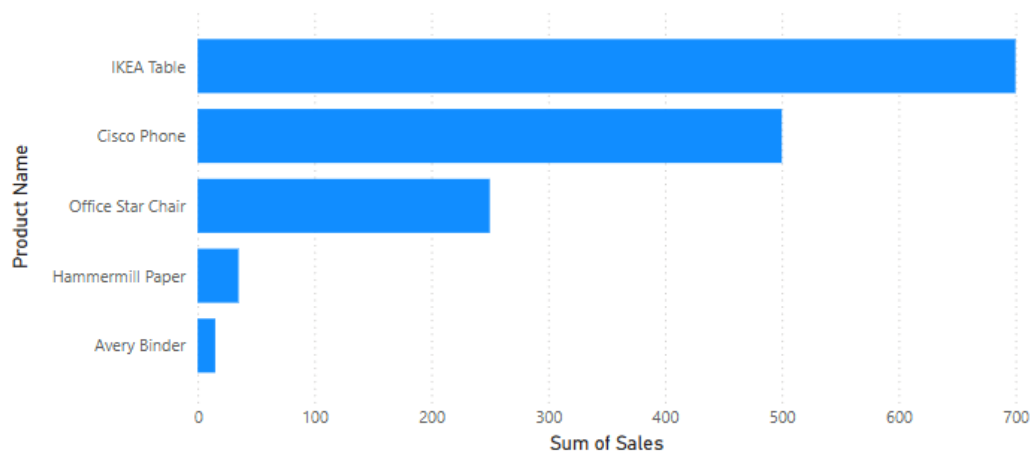
Segment ● Consumer ● Corporate ● Home Office



## 🌟 Top-Selling Products

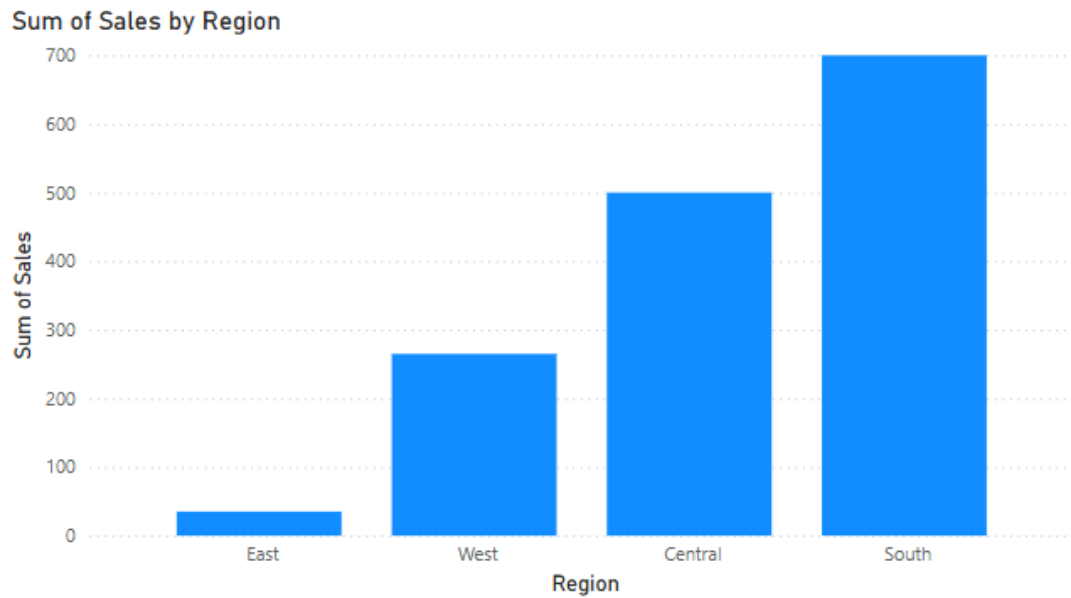
A visual list of the highest performing products in terms of sales volume and value. Useful for inventory and promotional planning.

Sum of Sales by Product Name



## ✖ Underperforming Regions

Flags regions with lower-than-expected performance, helping business users prioritize improvements and sales strategies.



*All outputs shown are taken from the Power BI dashboard designed as part of the Retail Sales Analysis project. For full functionality and interactivity, please view the .pbix file or visit the [GitHub repository](#).*