

# Dashboard of Analytics Sales

2014-2017

Tahun

## Summaries

### How is The Trend of Sales

During the 2014-2017 period, the company's sales fluctuated with a decline in 2015 and an increase again until 2017. The Consumer segment was the dominant buyer, while the Technology category, despite having fewer transactions, but had the highest profit.

**Recommendation:** Enhance marketing strategies through discount and advertising to increase the number of consumers and sales

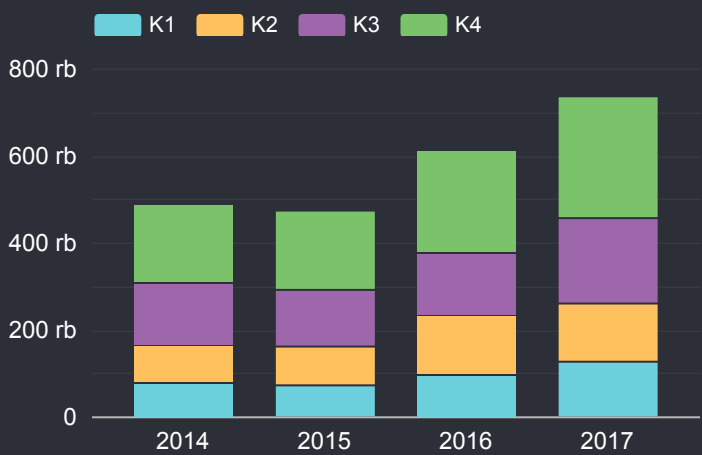
Profit  
286,4 rb

Sales  
2,3 jt

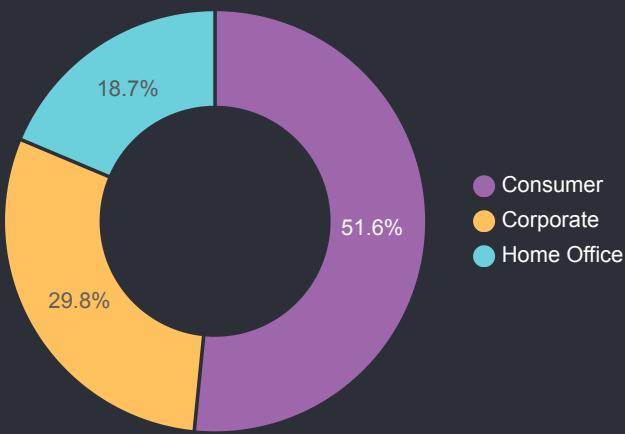
Quantity  
37,9 rb

Total Cust...  
793,0

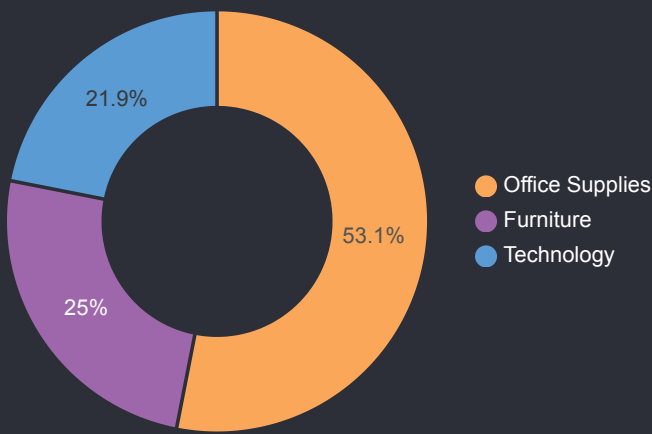
## Total Sales Trends per Year and Quarter



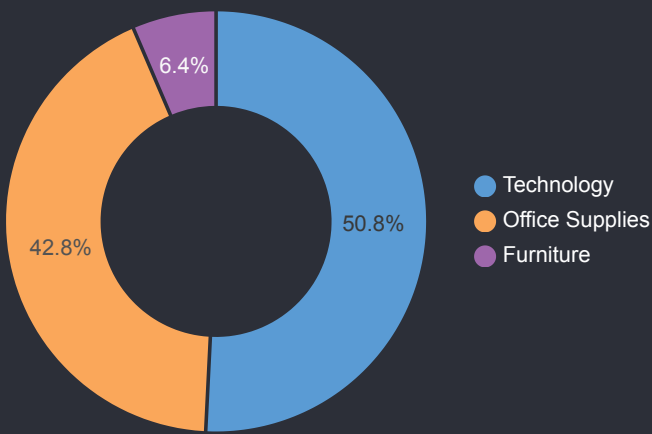
## Customer Segment Analysis by Customer Name



## Total Transactions by Product Category



## Total Profit by Product Category



## US Geographic Map of Total Sales by State

