

# ***IT420 Wk8 Project: Storytelling Dashboard with AdventureWorksDW2022 Reflection***

When it comes to a real world business, I believe profit is one of the most track and used aspects of a business. I chose profitability as it is the best way to quickly gauge how a business is doing. I place a gross profit (Total sales - Total cost) and profit margin % KPI cards on the top right hand corner. One of my favorite things to do is try to keep the charts as big and as center as I can. Line chart with Total Sales the y axis and month with year as the x axis. The light blue line and darker blue make them don't clash, but enough to see the difference. There is a legend at the top right under title, I like my titles and legends top and centered. At the bottom to the right of the text annotation, I have the clustered bar chart to show gross profit by regions (countries). Finally in the text annotation box I gave a mock factor that can cause a dip in sales at the end of the year 2013.