

■ Final Report Summary – Power BI Dashboard

■ Key Insights Summary

- The West region is the top-performing region in both sales and profit.
- Technology products are the most profitable category.
- Year-end months consistently show sales peaks – leverage seasonal promotions.
- Certain sub-categories like Tables need review due to low profit margins.
- Top 10 customers contribute significantly to total sales – consider retention strategies.

■ Suggested Visual Layout

Chart	Title	Insight
1	Sales by Region	West is highest in sales, South is lowest.
2	Profit by Category & Sub-Category	Phones are most profitable; Tables have losses.
3	Monthly Sales Trend	Sales peak at year-end.
4	Top 10 Customers	High-value customers like Sean Miller and Amanda Hart.
5	Sales vs Profit	Identify products with high sales but low/negative profit.