

## **Comprehensive Sales and Profit Analysis Dashboard**

**Project Overview:** The "Comprehensive Sales and Profit Analysis Dashboard" project aims to provide a holistic view of the business's performance through a series of key performance indicators (KPIs) and visualizations. This dashboard aggregates data on sales, orders, customers, profit, and shipping modes, offering stakeholders an in-depth understanding of the company's performance across various dimensions.

### **Key Performance Indicators (KPIs):**

- 1. Total Product:** 1,810
- 2. Total Orders:** 4,117
- 3. Total Customers:** 792
- 4. Total Quantity:** 30,350 units
- 5. Total Sales:** ₹2.35 Crores
- 6. Total Profit:** ₹28.32 Lakhs

### **Visualizations:**

- 1. Sum of Sales and Target Sale :** This gauge chart compares actual sales of ₹2.35 Crores against a target of ₹5 Crores, helping identify gaps and set future sales goals.
- 2. Sum of Sales by Month:** A line chart displaying monthly sales figures, highlighting peaks and troughs in sales performance. Key months include:

January: ₹13.9 Lakhs

June: ₹27.2 Lakhs

July: ₹30.3 Lakhs

August: ₹29.5 Lakhs

September: ₹27.7 Lakhs

November: ₹27.3 Lakhs

- 3. Sum of Sales and Sum of Profit by Country :** This map visualization breaks down sales and profit across major regions, with a strong focus on North America, Europe, and Asia. It helps in identifying regional strengths and opportunities for expansion.
- 4. Sales and Profit by Segment:**
  1. A bar chart illustrating sales and profit by business segments:
  2. Consumer: ₹1.1 Crores in sales, ₹60 Lakhs in profit
  3. Corporate: ₹60 Lakhs in sales, ₹30 Lakhs in profit

4. Home Office: ₹20 Lakhs in sales, ₹10 Lakhs in profit
5. This comparison aids in understanding which segments contribute most to the bottom line.
- 5. Sum of Quantity by Ship Mode:** A pie chart showing the distribution of quantities shipped via different modes:
  1. Economy: 18,000 units (60.59%)
  2. Economy Plus: 6,000 units (19.77%)
  3. Priority: 4,000 units (14.51%)
  4. Immediate: 2,000 units (5.14%)
  5. This visualization helps in optimizing shipping strategies and cost management.
- 6. Sum of Sales by State :** A bar chart detailing sales figures for various states, with key contributors being:
  1. England: ₹38 Lakhs
  2. Ile-de-France: ₹23 Lakhs
  3. North Rhine-Westphalia: ₹17 Lakhs
  4. Provence-Alpes-Côte d'Azur: ₹8 Lakhs
  5. Madrid: ₹6 Lakhs

**Conclusion:** The "Comprehensive Sales and Profit Analysis Dashboard" project offers an all-encompassing view of the business's performance, enabling executives to make data-driven decisions. By analyzing sales, profit, customer distribution, and shipping modes, the dashboard provides valuable insights into areas of strength and opportunities for improvement. It is a crucial tool for setting strategic goals, optimizing operations, and driving business growth.