Dashboard 1:

(Top/Bottom Analysis)

Covered Topics:

1. Overall Sales Metrics

- Quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin with comparing current month vs previous month

2. Performance of Top and Bottom Drugs:

- Identification of dynamic top drugs by Different Measures and the percentage contributions
- Overview of the Dynamic Top and underperforming customers by Different Measures and the percentage contributions

Dashboard 2:

(Customer Analysis)

Covered Topics:

1. **Customer Demographics and Sales Distribution:**
    - Total number of customers and average revenue per customer.
    - Revenue distribution by country and key statistics on buyer type.

2. **2. Revenue by Demographics:**
    - Breakdown of revenue by gender and age group.

    3. Geographical Insights:
    - Highlighting the revenue share from top 2 countries

3. # Dashboard 3:

    (Trend Analysis)

    Covered Topics:

1. **Revenue and Transaction Trends:**
    - Yearly and quarterly revenue trends.
    - Number of transactions and total revenue (KPI).

2. Month-over-Month Revenue Changes:

- Detailed analysis of revenue changes for each month (Monthly Trend).

2. ## 3. Weekday Sales Analysis:

- Breakdown of revenue by weekdays and identification of top drugs sold per day.