Remark : Please access this link for interactive Power BI Dashboard. ( [Plant Co. Sales Performance Analysis 2022 - 2024.pptx](https://1drv.ms/p/c/323f6ff5d86bf512/ETeIneC4i2dAhYvtAc72wZsBlAqR6I055ZjD7JFdx2Ai_w?e=OpY9xa))

**Business Case**

The project focuses on providing insights into key metrics such as sales, quantity, and gross profit percentage (GP%) across products, regions, and customer accounts.

Key Objectives:

1. Track year-over-year (YoY) and year-to-date (YTD) performance.
2. Identify underperforming markets, products, and accounts.
3. Highlight areas for operational improvements and resource optimization.

**Key Insights**

1. **Sales Performance**
2. **Monthly Trends**
3. **Regional Insights**
4. **Product Performance**
5. **Account Analysis:**

**Impact Driven**

The analysis provided actionable insights into declining sales and underperforming regions, enabling focused recovery strategies. It highlighted the need for tailored approaches in struggling markets like China and Brazil while supporting resource reallocation. Despite sales challenges, the company maintained a strong GP%, emphasizing cost efficiency and pricing strategies. Additionally, it identified product performance volatility, prompting optimization of underperforming categories like Outdoor and Landscape.