

Dashboard Objective

This dashboard focuses on analyzing **sales performance** to evaluate whether a **discount strategy** is beneficial for the business. It also aims to determine the **optimal discount rate** that maximizes **profitability**.

▪ **Instructions for Using the Dashboard**

Please use the dashboard to explore the following:

1. Analyze the **impact of Discount on Profit**.
2. Find the **optimal Discount Rate** across different **Segments** or **Regions**.
3. Check if **Discounts** lead to increased **Sales or Profit** in specific **Categories/Sub-Categories**.
4. Detect **products or regions** where **Discounts result in losses**.
5. Track **Total Sales, Profit, and Quantity** by **Segment, Region, and Category**.
6. Identify **top** and **bottom** performing **States** and **Cities** based on **Profit**.
7. Highlight **Sub-Categories** with the **highest profit margins**.