Dashboard Analytical Summary: Retail Sales & Inventory Intelligence

The purpose of this dashboard is to give managers a clear, fact-based understanding of the business, moving past simple number totals to help them make smarter decisions about sales and inventory. The chosen metrics focus on the most important areas: achieving profit, quickly addressing the risk of stock problems, and using company resources efficiently instead of just reporting standard totals.

Analytical Thinking & Metric Selection

The dashboard is split into two focused pages: Sales and Inventory, to separately address the main business issues of bringing in revenue and managing capital.

A. Sales Intelligence (Growth Focus)

The metrics selected for the Sales Dashboard focus on the **quality** of revenue and the **efficiency** of the sales force, not just volume:

Metric	Rationale for Selection
Overall Profit Margin (%)	The most critical KPI; measures financial health and efficiency. It ensures the focus is on profitable sales, not just high revenue.
Average Transaction Profit Margin (%) by Sales Rep	This metric ranks sales personnel based on the **profitability** of their deals, allowing management to distinguish between high-volume, low-margin sellers and efficient, high-profit leaders. This is key for intelligent commission and incentive structures.
Monthly Revenue Trend	A foundational metric used to identify **demand trends** and seasonality, which feeds directly into future inventory planning and staffing decisions.
Profit Margin by Category	Ranks product groups by their efficiency. This visual helps management allocate resources (marketing, shelf space) to the products that deliver the best returns.

B. Inventory & Risk Intelligence (Capital Focus)

This page uses metrics derived from detailed analysis, particularly those focused on risk, to protect the company's money and make sure products don't run out. This leads to better inventory decisions.

Metric	Rationale for Selection
Category Profitability Risk	This advanced strategic analysis separates high-risk, unpredictable categories (High CV) from stable, cash-cow categories (Low CV). This drives long-term stocking strategy: stocking heavily in stable categories and using agile, smaller reorders for volatile ones.
Capital Tied Up by Product	This financial efficiency metric identifies **overstock risk**. It quantifies the unnecessary capital invested in idle, slow-moving inventory (Stock on Hand > Reorder Point multiplied by Average Cost), signaling where funds can be freed up for better use.
Average Stock Level vs. Reorder Trigger	A simple surface-level comparison providing a quick visual check on whether current stock levels align with the defined reorder threshold across all categories.