

# Problem Statement – Sales Insight Optimization Challenge

A growing organization is struggling to maintain clarity over its performance across different operational zones. Despite having regional oversight in place, decision-makers face several key challenges:

- ❖ Lack of centralized visibility: Information is often shared verbally or scattered across multiple unstructured data files.
- ❖ Inconsistent reporting: Updates from various sources tend to be biased or incomplete, reducing trust in the insights.
- ❖ Data overload: The volume of unorganized raw data makes it difficult to extract meaningful conclusions quickly.
- ❖ Delayed actions: Due to fragmented data, identifying critical focus areas is time-consuming, slowing down strategic responses.

To address these gaps, there's a need for an interactive dashboard that enables:

Real-time insights into performance across categories, segments, and timelines

Clear visualization of trends in key metrics

Automated reporting workflows to reduce dependency on manual updates

**The goal is to support data-informed decisions, minimize communication gaps, and enhance operational outcomes through timely, visual intelligence.**