Categories of Analysis

Sales Analysis:

- Sales by product, category, and subcategory.

- Sales by region, territory, and salesperson.

- Sales trends over time (daily, monthly, yearly).

Inventory Management

- Inventory levels by product and warehouse.

- Inventory turnover rate.

- Stock levels and reorder points.

Customer Insights

- Customer demographics and segmentation.

- Customer purchase behavior and lifetime value.

- Customer satisfaction and feedback analysis.

Supplier Performance

- Supplier delivery performance.

- Supplier quality analysis.

- Cost analysis by supplier.

Financial Analysis

- Revenue and profit margins.

- Cost of goods sold (COGS).

- Expense tracking and financial ratios.

Specific Examples

Sales Dashboard

- Total Sales and Revenue: Display total sales and revenue over time with line charts.

- Top Products: Use bar charts to show the top-selling products.

- Sales by Region: Use a map visualization to display sales by geographical region.

- Sales Trends: Line charts showing trends in sales over months, quarters, and years.

Inventory Dashboard

- Current Stock Levels: Bar chart showing current stock levels by product.

- Stock Turnover Rate: Gauge or KPI to show how quickly inventory is sold.

- Low Stock Alerts: Conditional formatting to highlight products with low stock.

Customer Insights Dashboard

- Customer Demographics: Pie charts or bar charts to display customer age groups, gender, and other demographics.

- Customer Segmentation: Clustered bar charts to show segments based on purchase behavior.

- Customer Lifetime Value: KPI to display the average customer lifetime value.

Supplier Performance Dashboard

- Supplier Delivery Performance: Line charts showing on-time delivery rates.

- Cost Analysis by Supplier: Bar charts displaying costs associated with each supplier.

- Supplier Quality: Line charts or bar charts showing defect rates by supplier.

Financial Dashboard

- Revenue and Profit Margins: Line charts and KPIs to display revenue and profit margins over time.

- Expense Tracking: Pie charts or bar charts to show breakdowns of various expenses.

- Financial Ratios: KPIs to display key financial ratios like ROI, ROE, and current ratio.