Problems Addressed by Sales Analysis Dashboard

1. How can we track the overall profit generated across different regions?

2. What is the total sales volume and how is it distributed across regions, states, and customer segments?

3. Which customer segments contribute the most to overall profit and sales?

4. How can we identify the best and worst performing products and sub-categories based on profit?

5. How can we monitor discounts provided and understand their impact on profitability?

6. Which states or provinces are generating the highest and lowest profits?

7. How does actual profit compare against the profit target, and are we meeting our business goals?

8. Can we analyze customer-wise profit contribution to identify key customers?

9. How do we visualize sales and profit trends geographically for better decision making?

10. How can managers quickly access KPIs (like total profit, total sales, quantity ordered, discounts) in one dashboard?