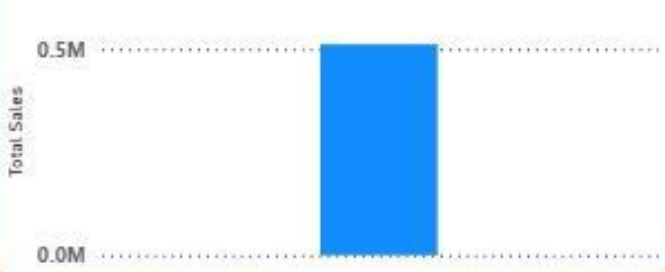
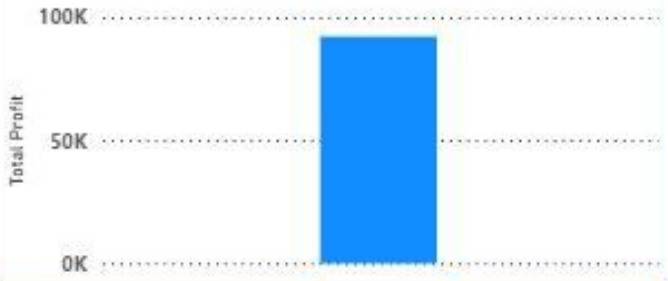
Sales and Customer Insights Dashboard

Total Sales

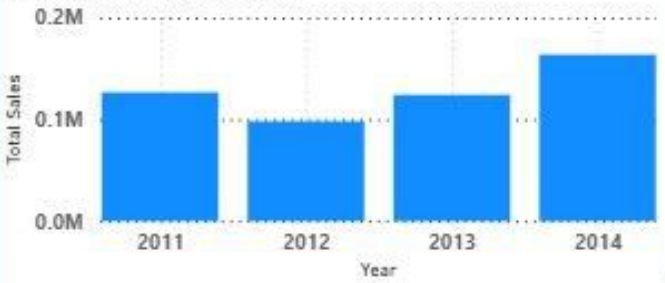


Total Profit

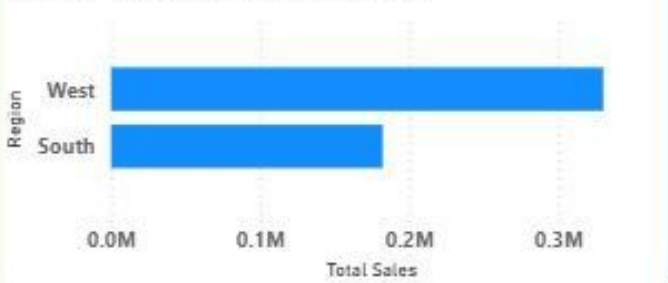


Total Orders

Sales Trend Over Time

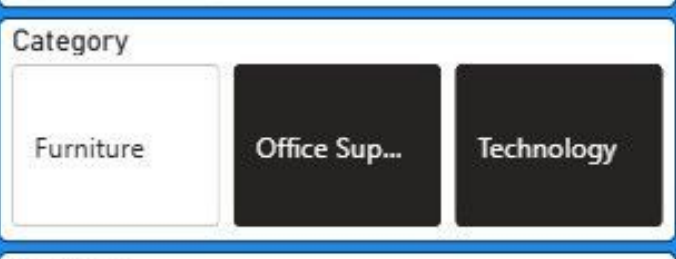


Region-Wise Sales Performance



Region

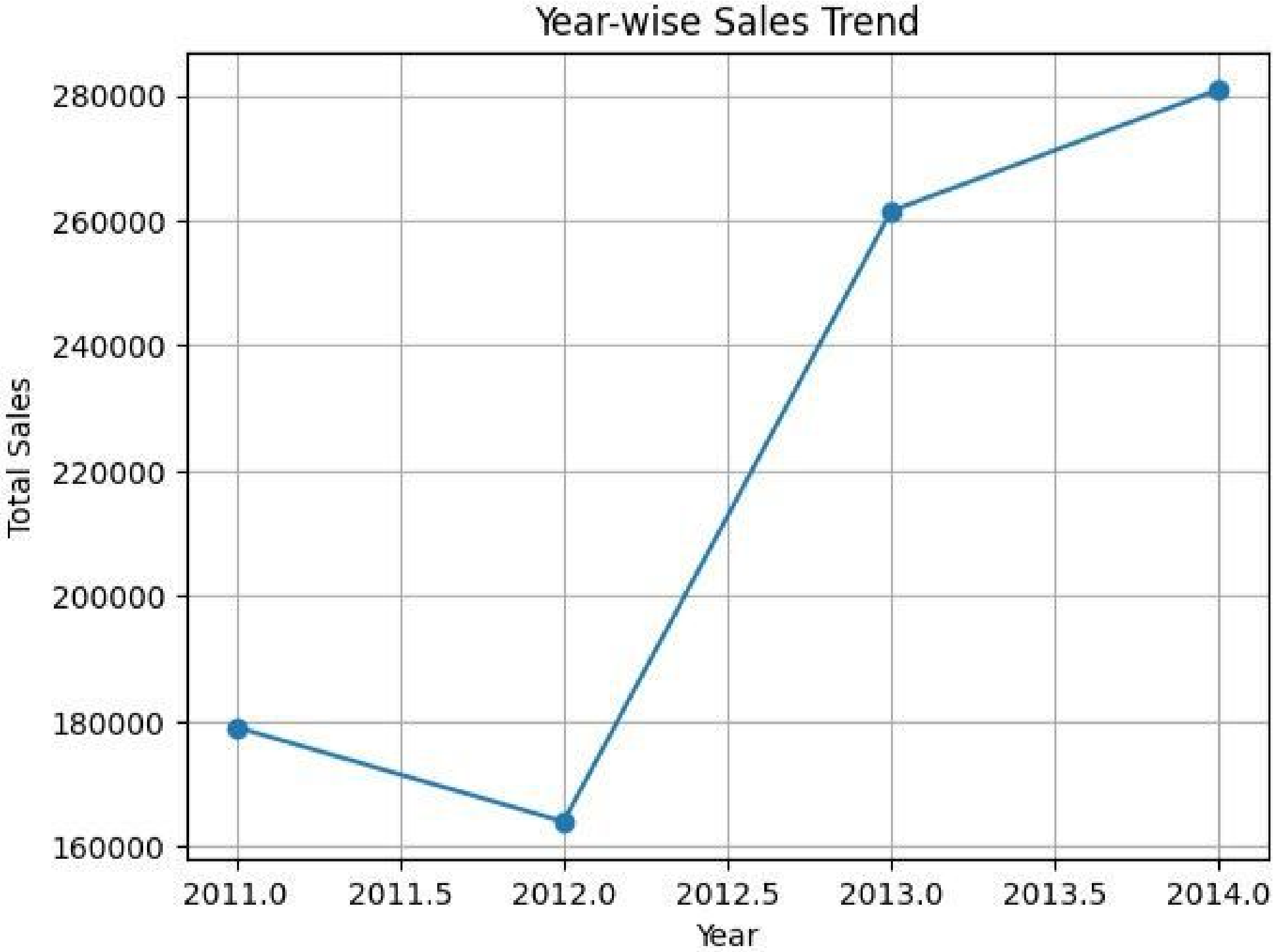
Category

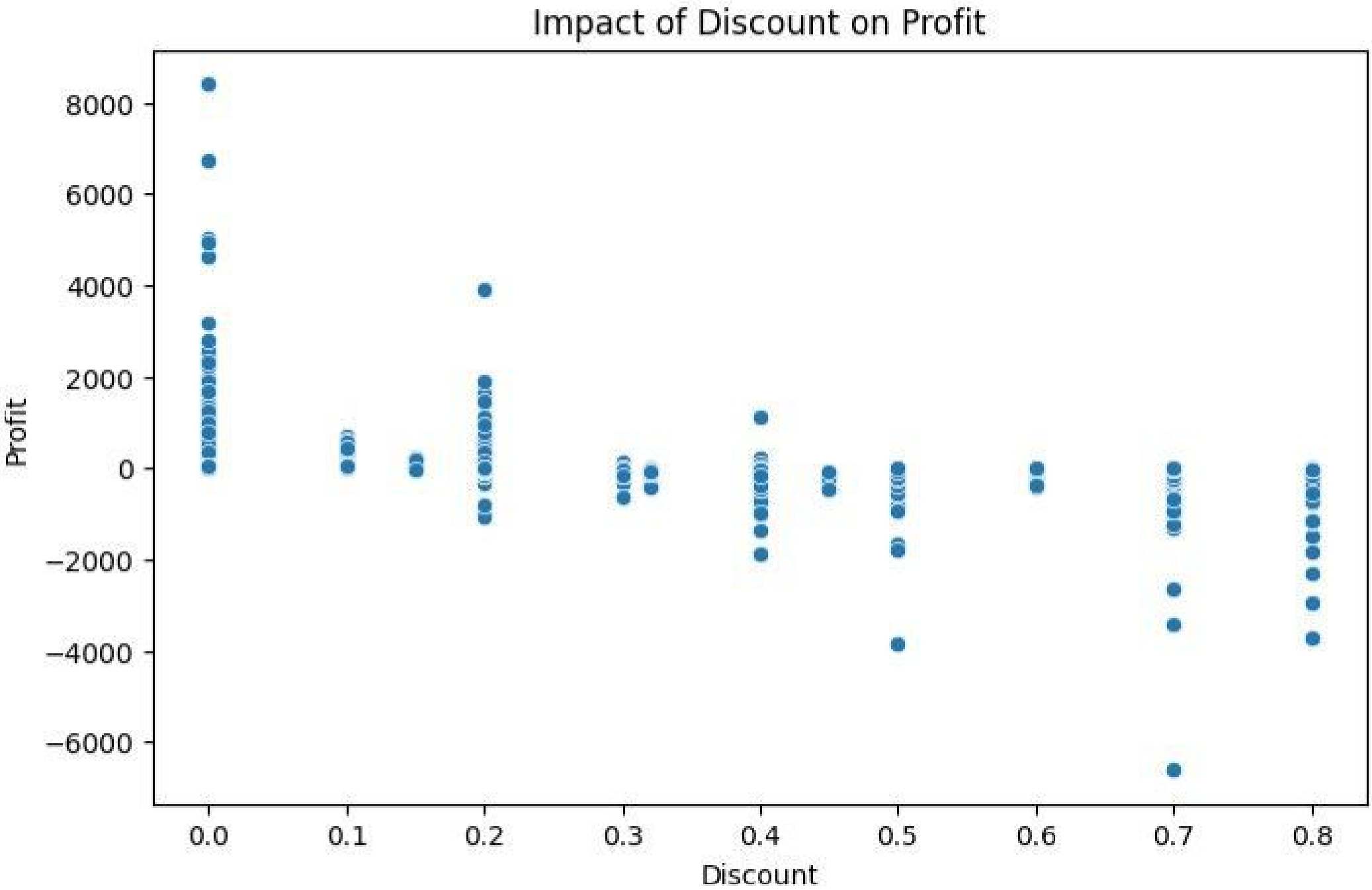


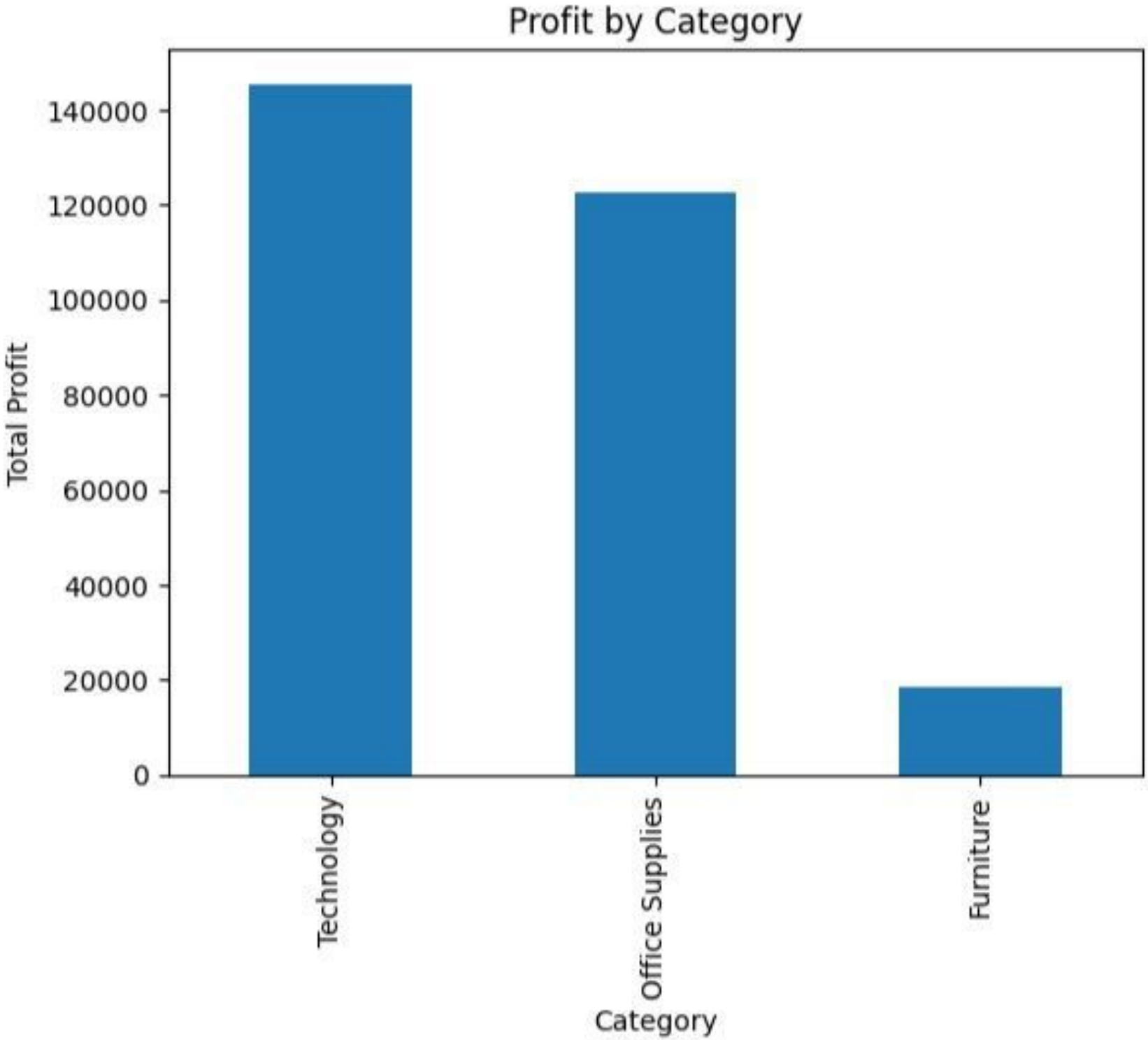
Profit by Product Category

Impact of Discount on Profit

Segment


Year-wise Sales Trend
Total Sales
280000
260000
240000
220000
200000
180000
160000
2011.0
2011.5
2012.0
2012.5
2013.0
2013.5
2014.0
Year


Impact of Discount on Profit
Profit
8000
6000
4000
2000
0
−2000
−4000
−6000
0.0
0.1
0.2
0.3
0.4
0.5
0.6
0.7
0.8
Discount


Profit by Category
Total Profit
140000
120000
100000
80000
60000
40000
20000
0
Technology
Office Supplies
Furniture
Category