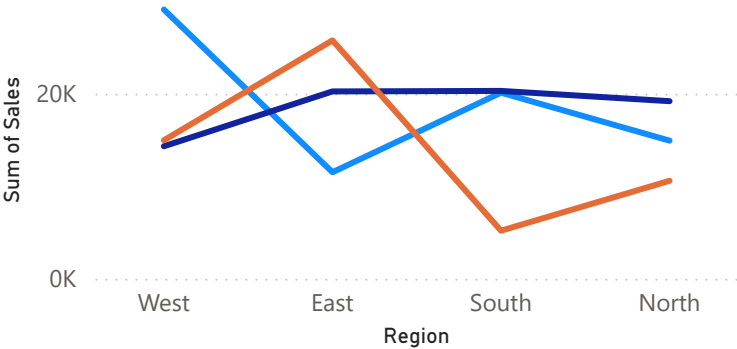


Dashboard of sales in a company

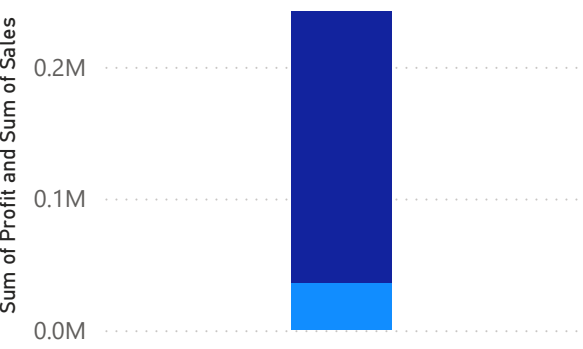
Sum of Sales by Region and Category

Category Furniture Office Supplies Technology



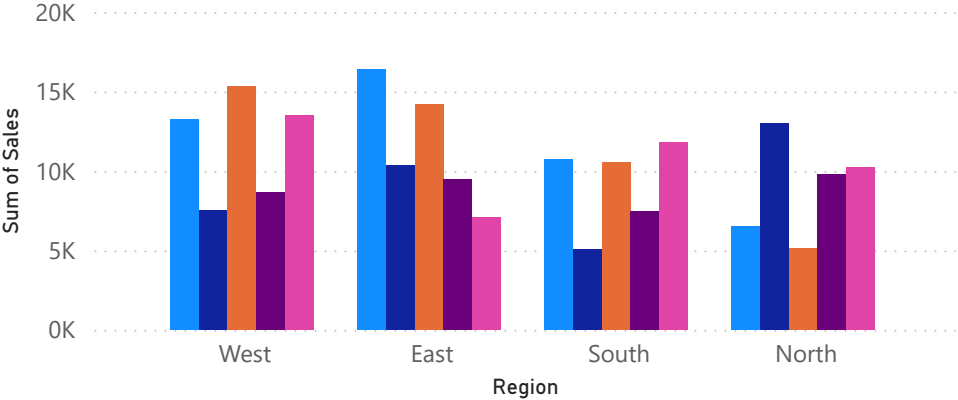
Sum of Profit and Sum of Sales

Sum of Profit Sum of Sales

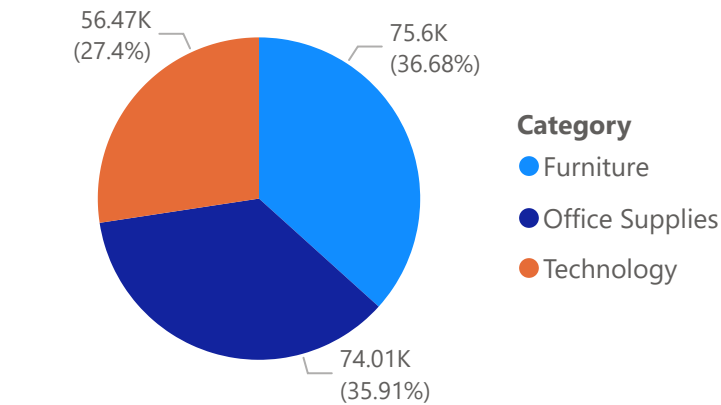


Sum of Sales by Region and Product

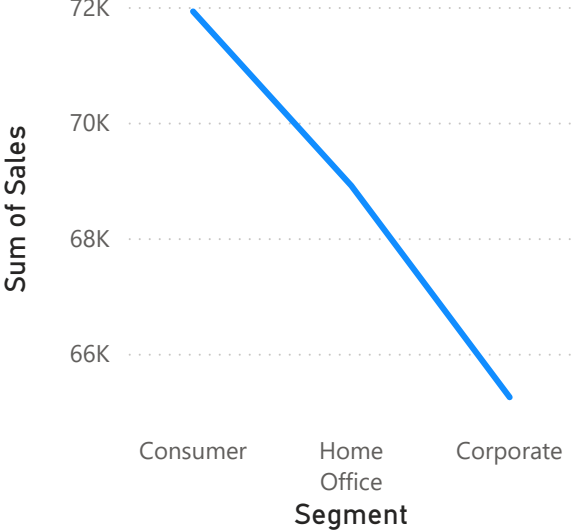
Product Product A Product B Product C Product D Product E



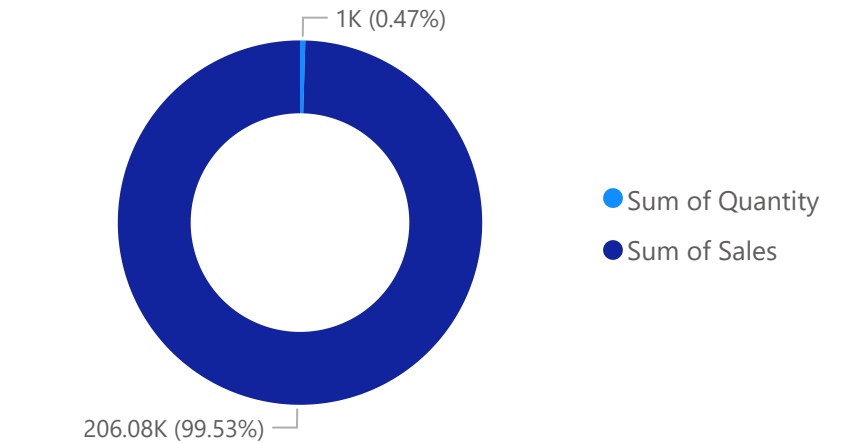
Sum of Sales by Category



Sum of Sales by Segment



Sum of Quantity and Sum of Sales



Insights from data set

1. Sales & Profit Trends

Insight:

You can track **monthly or quarterly trends** in both sales and profit.

Business Impact:

- Identify **high-performing months or seasons**.
- Spot declining trends early and take corrective action.

2. Best-Performing Regions

Insight:

Analyze which **regions (North, South, East, West)** are contributing the most to revenue and profit.

Business Impact:

- Focus marketing or expansion strategies in high-potential regions.
- Investigate underperforming regions for operational or demand issues.

3. Category-Level Performance

Insight:

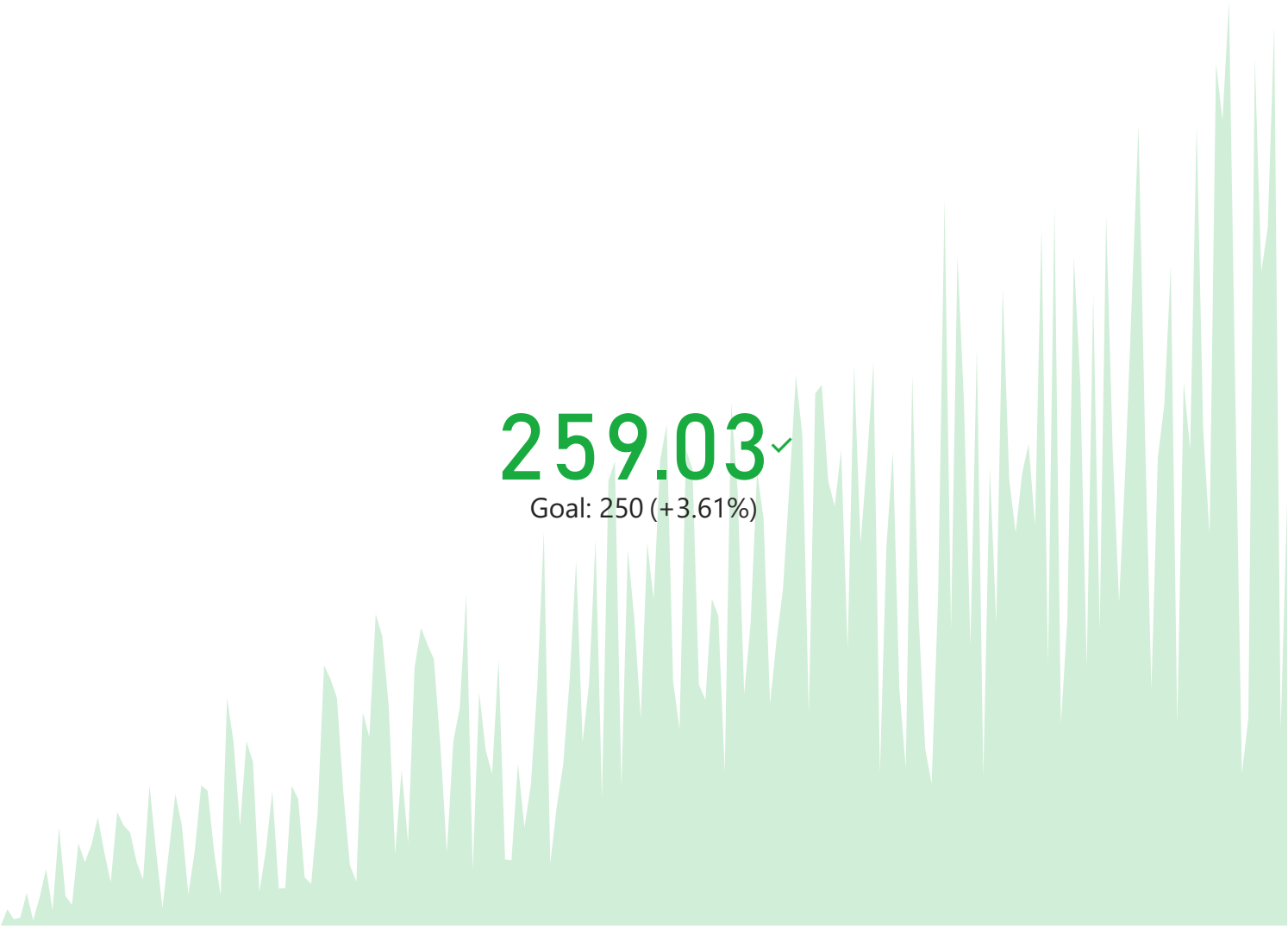
Break down sales by **Product Category** (Furniture, Technology, Office Supplies).

Business Impact:

KPI GRAPH



Sum of Profit and target by Sales





Card : sales and profit

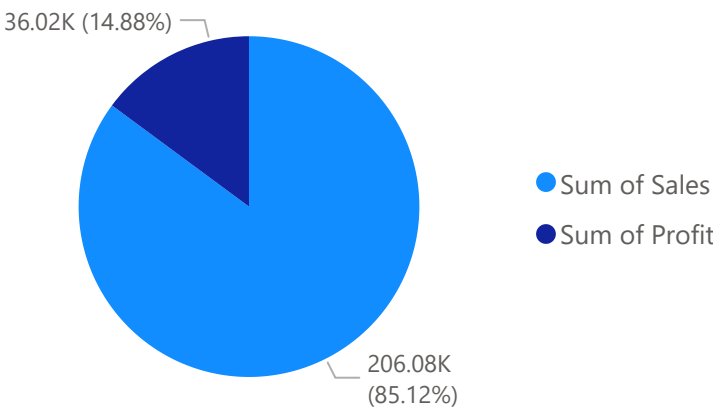
206.08K

Sum of Sales

Sum of Sales and Sum of Profit

36.02K

Sum of Profit



summary:
Among the four regions—North, South, East, and West—the **South and West regions consistently outperformed others** in terms of total revenue and profitability. In terms of product categories, **Technology emerged as the most profitable**, while **Furniture recorded high sales volume** but slightly lower margins. The **Office Supplies** category showed modest performance, suggesting room for marketing or pricing improvements.
Segment-wise, **Corporate customers provided the highest profit margins**, making them a valuable target for strategic growth. On the other hand, **Consumer and Home Office segments** contributed significantly to volume but yielded lower average profits per order. Additionally, certain products like **Product B and Product D** consistently appeared among the top contributors to revenue and profit.

slicer and filter

Category	Product	Sum of Sales	Sum of Profit	Region
Furniture	Product A	4,566.27	711.42	East
Furniture	Product A	3,143.81	606.79	North
Furniture	Product A	2,527.70	473.67	South
Furniture	Product A	6,296.83	1,310.17	West
Furniture	Product B	2,403.79	418.62	East
Furniture	Product B	2,874.58	336.57	North
Furniture	Product B	2,130.97	268.09	South
Furniture	Product B	2,764.57	392.78	West
Furniture	Product C	2,629.32	393.92	East
Furniture	Product C	499.93	65.85	North
Furniture	Product C	5,527.33	626.74	South
Furniture	Product C	8,246.97	1,705.45	West
Furniture	Product D	794.17	88.23	East
Furniture	Product D	4,836.63	985.82	North
Furniture	Product D	4,898.90	958.44	South
Furniture	Product D	5,440.28	930.40	West
Furniture	Product E	1,110.83	187.68	East
Furniture	Product E	3,561.14	621.45	North
Furniture	Product E	5,012.64	711.46	South
Furniture	Product E	6,328.91	806.52	West
Office Supplies	Product A	7,119.78	1,248.35	East
Office Supplies	Product A	933.54	80.86	North
Office Supplies	Product A	5,410.20	997.91	South
Office Supplies	Product A	5,623.76	1,076.66	West
Office Supplies	Product B	1,729.28	339.90	East
Office Supplies	Product B	6,861.38	1,330.57	North
Office Supplies	Product B	1,284.29	281.21	South
Office Supplies	Product C	2,296.07	287.42	East
Total		2,06,075.87	36,017.59	