



SALES PERFORMANCE DASHBOARD REPORT

**A visual
storytelling
report
created by
Sakina**

Executive Summary

- This report provides a visual overview of the sales performance across different regions, and customer segments. Various tools are used to derive insights that inform strategic decision-making and highlights key performance.

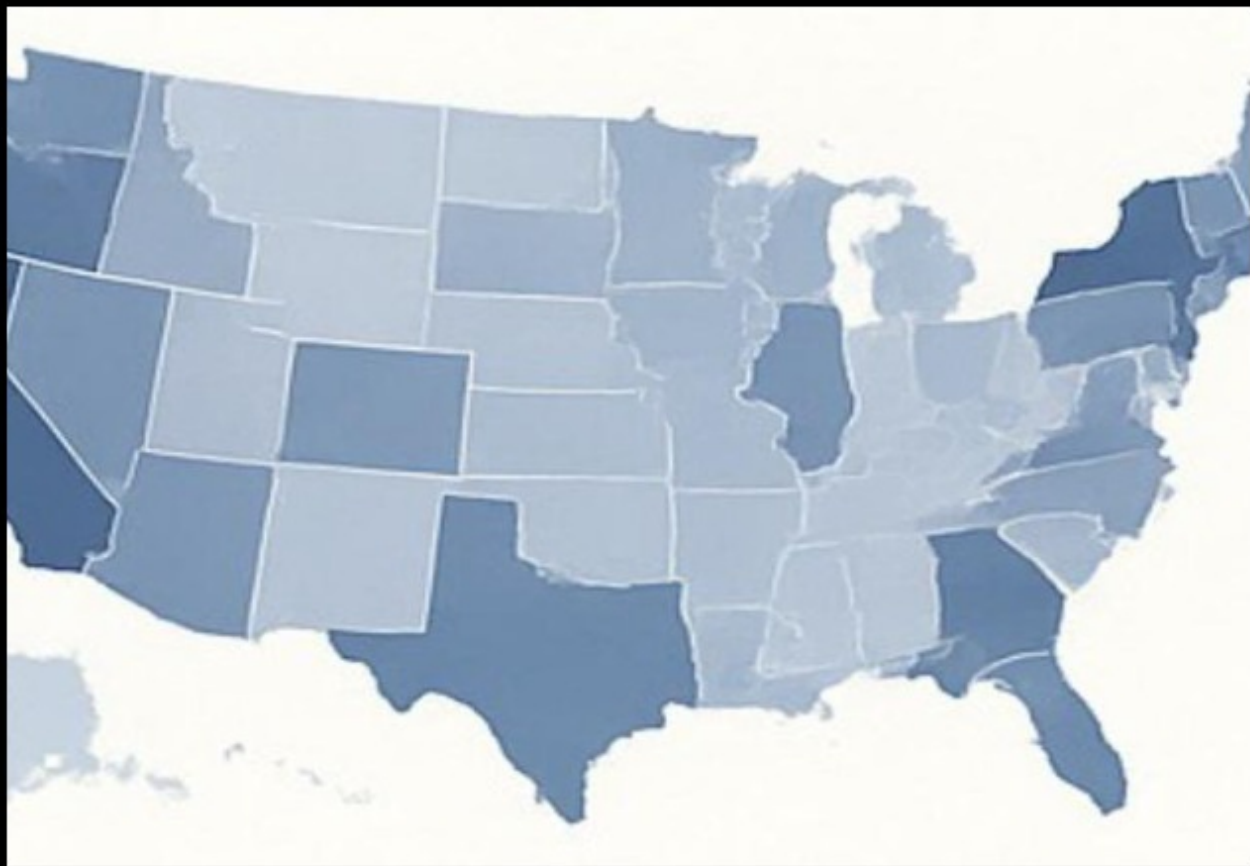
Key KPI's

- Total Sales
- Profit margin
- Average order value
- Customer segment performance
- Region-wise sales comparison

SALES BY REGION

INSIGHT:

West and east regions leads in the sales volume, while the South shows the high potential with a growing profit margin.

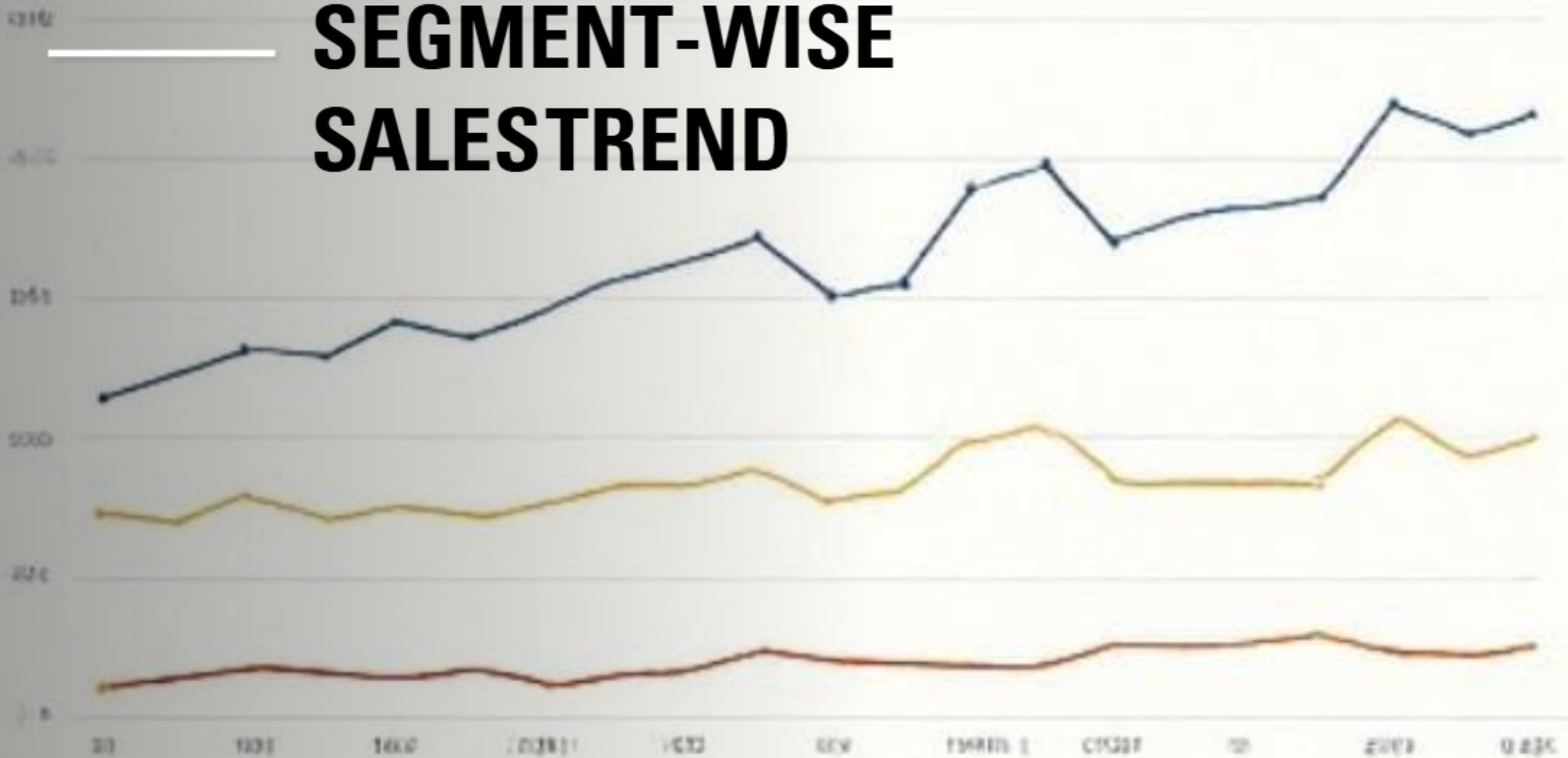


PRODUCT CATEGORY PERFORMANCE

Insight: Technology leads in revenue, but office supplies has the highest profit margin.



SEGMENT-WISE SALESTREND



Revenue

1.34 %s

Profit Margin

4,10 %

Operating Cost Reduction

0,27 %

Customer Satisfaction

4,3%

Monthly Sales Trend

MONTHLY SALES TREND



CONCLUSION

I have represented the visual storytelling showing visuals using graphs and charts. By converting raw sales data into meaningful insights to drive the sales performance.

Thankyou!