

Order Count	Total Quant Sold	Sum profit	total sales
10,194	38,654	₹292,296.81	₹2,326,534.35

Month of Order Date

- ☒ (All)
- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August
- ☒ September
- ☒ October
- ☒ November
- ☒ December

Segment

- ☒ (All)
- ☒ Consumer
- ☒ Corporate
- ☒ Home Office

Region

- ☒ (All)
- ☒ Central
- ☒ East
- ☒ South
- ☒ West

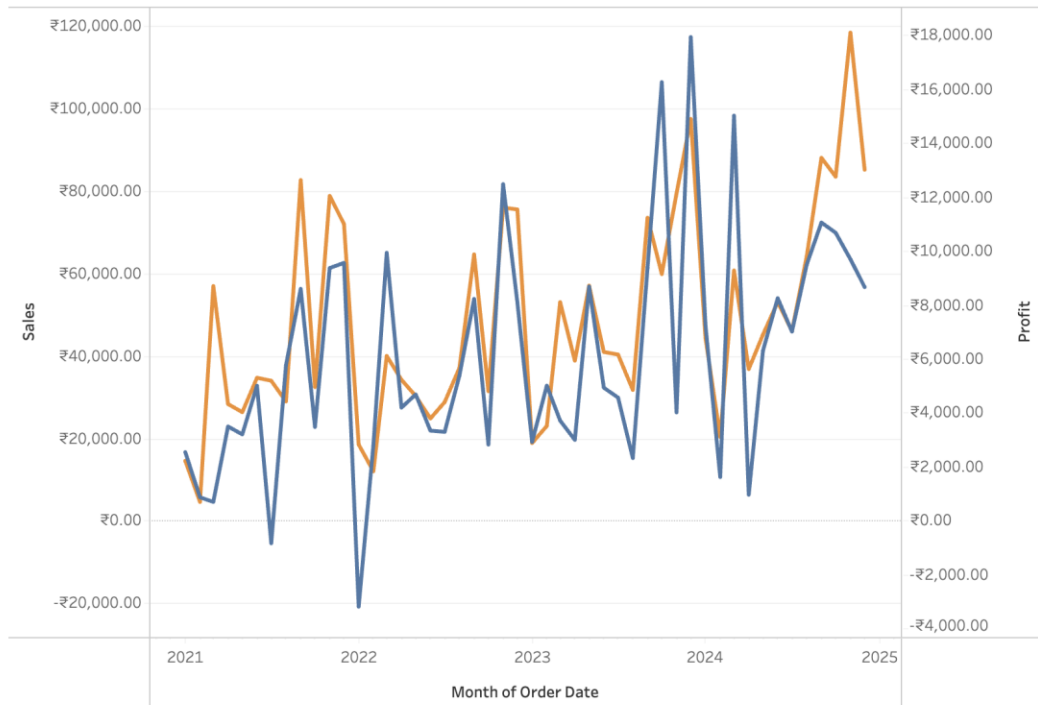
In/Out of Top Customers

- ☒ (All)
- ☒ In
- ☒ Out

Measure Names

- ☒ Profit
- ☒ Sales

Sales vs Profit line chart



# Dashboard Overview






## Sales & Profit Dashboard – Tableau Interactive Report

Built by Sandhita Das | April 2025

# Key Performance Indicators

- **Total Sales:** ₹2,326,534.35
- **Total Profit:** ₹292,296.81
- **Order Count:** 10,194
- **Total Quantity Sold:** 38,654

# Insights & Trends

-  Sales steadily increased from early 2023, peaking in late 2024.
-  Profit shows volatility — some months with high sales also saw profit dips.
  -  Potential mismatch between discounts/returns vs net revenue.
-  West and South regions likely show higher contribution (based on your filters).
  -  Regular fluctuations suggest seasonal buying behavior.