Sales Data Dashboard 640.6K 01-01-2017 🖾 31-12-2020 🖾 Sum of Cost Sum of Sales and Sum of Profit by Sub-Category Sum of Sales Sum of Cost Sum of Profit Customer Name Ship Mode 1635 Aaron Bootman Economy Aaron Cunningham 820 150 670 Sum of Sales Aaron Davey 1862 1119 743 0.2M ☐ Economy Plus Aaron Macrossan 81 25 ☐ Immediate 491 Abby Colebe 676 500 176 Sum of Sales by Country Abby Mei 1924 393 1531 Abby Muramats 1010 381 629 Abigail Humffray 744 461 283 773 ELAND Ada Dalton 565 208 3458 **1267564** Adam Bentley Total 640597 626967 Sub-Category Count of Order ID by Year Sum of Quantity by Region 3K (22.17%) Count of Order Region Central 1,000 North 4K (22.72%)

TASK 2:- Data Visualization and storytelling

short summary of your **Sales Data Dashboard**:

## **Dashboard Summary:**

Total Sales: 1M

Total Cost: 640.6K

Total Profit: 627.0K

## **Key Insights:**

- Top Sub-Categories by Sales & Profit:
  Bookcases, Chairs, Appliances
- Region-wise Quantity:
  - Central region leads (55.11%)
  - Followed by South (22.72%) and North (22.17%)
- Customer Analysis:

Shows individual sales, cost, and profit per customer.

Country-wise Sales:

Visualized on the map (mainly Europe).

Order Trend:

Orders have steadily increased from 2017 to 2020.

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