

Problems Statement

- .
- .What are the **best-selling products**?
- .When do **sales peak** during the year?
- .Which **categories or regions** bring the most revenue?



Business Sales Dashboard

Profit Analysis

☐ Select all

✓ ☐ 2011

✓ ☐ 2012

✓ ☐ 2013

✓ ☐ 2014

2.30M

Total_sales

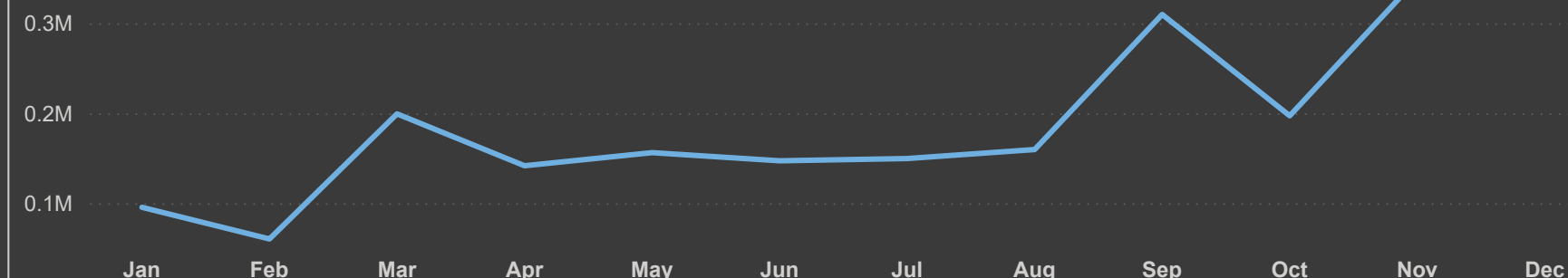
38K

Total_Quantity

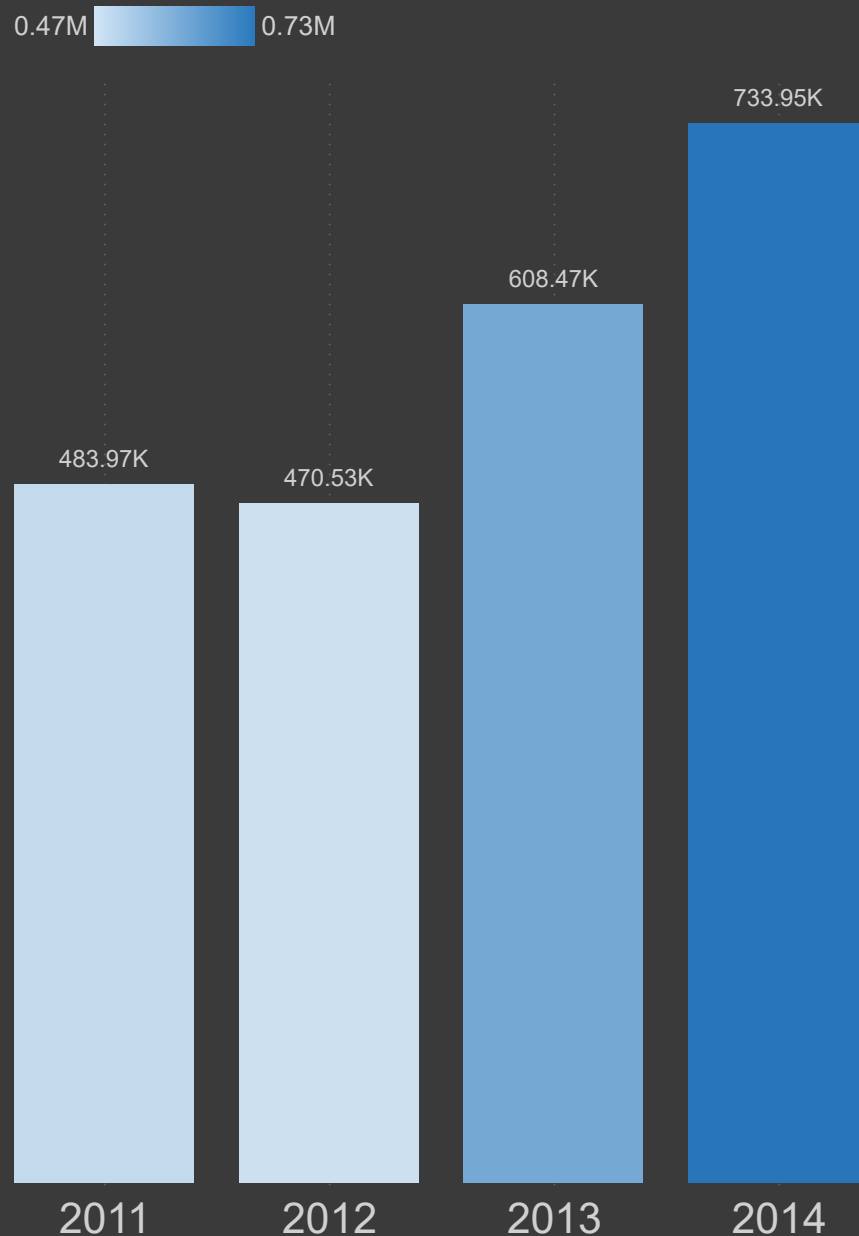
286.41K

Total_Profit

Monthly Trends



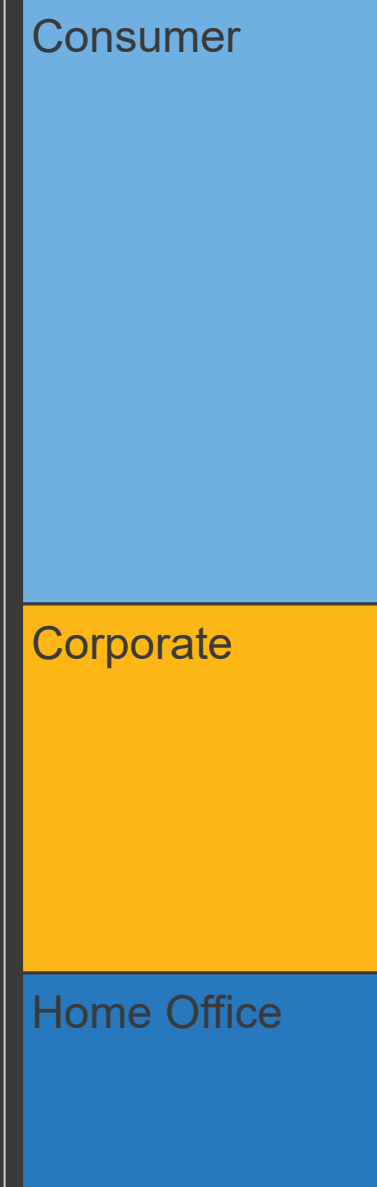
Peak sales Year ?



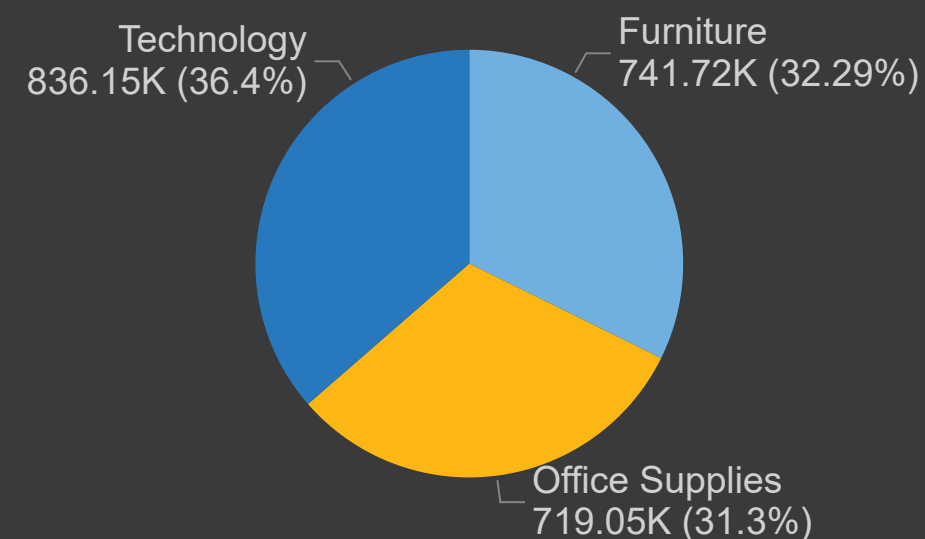
Which Product is Best & Worst At sales?



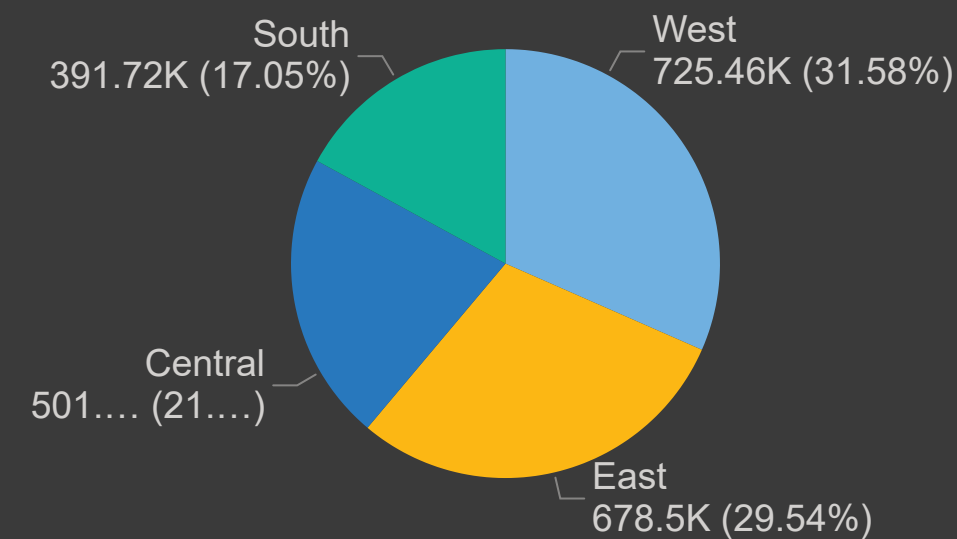
Who Drives Most Revenue?



Which category Bring The most Revenue?



Which Region Bring The Most Revenue?





Profit Analysis

☐ Select all

☒ 2011

☒ 2012

☒ 2013

☒ 2014

286.41K

Total_Profit

12.47%

Profit Margin %

Impact of Discounts on Sales & Profit

● Total_sales ● Total_Profit



Which Product Is Best And Worst At Profit?

Canon imageCLASS 2200 Advanced Copier 25.20K

Fellowes PB500 Electric Punch Plastic Co... 7.75K

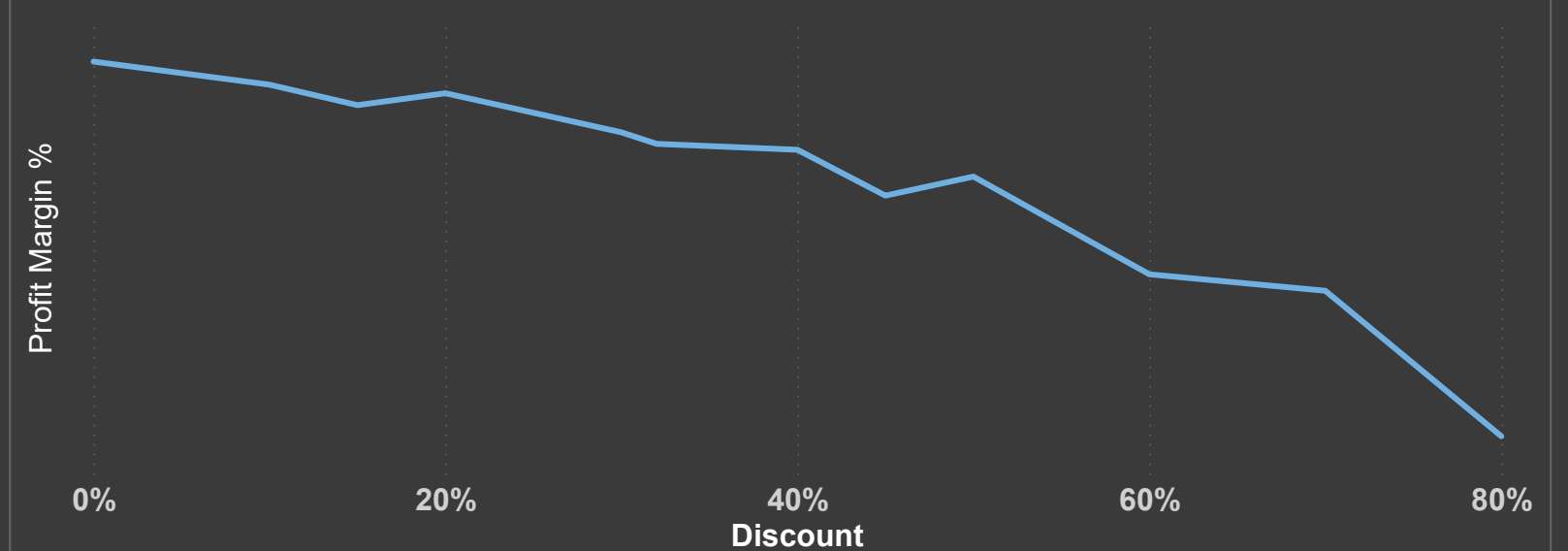
Hewlett Packard LaserJet 3310 Copier 6.98K

Canon PC1060 Personal Laser Copier 4.57K

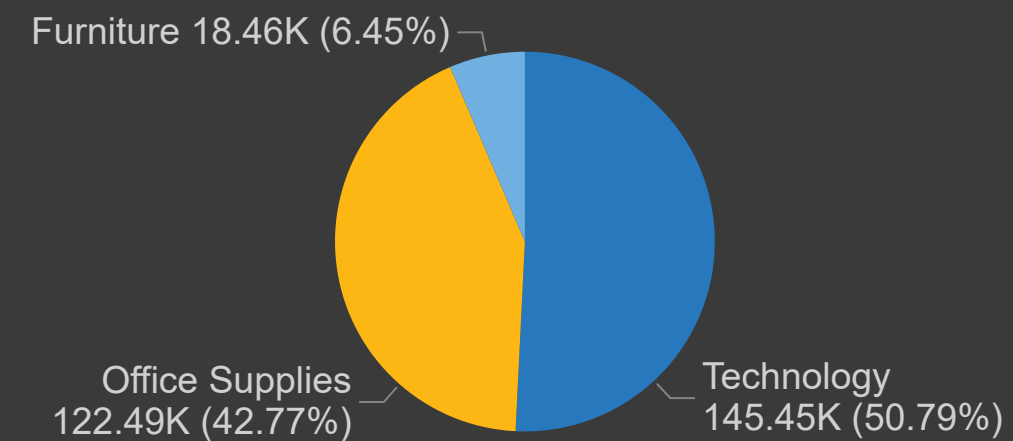
HP Designjet T520 Inkjet Large Format Pri... 4.09K

Sales Analysis

Does discount affect selling efficiency?



Which Category Bring More Profit?



Who Drives Most Profit?

Consumer

Corporate

Home Office

Which Region Bring More Profit?

