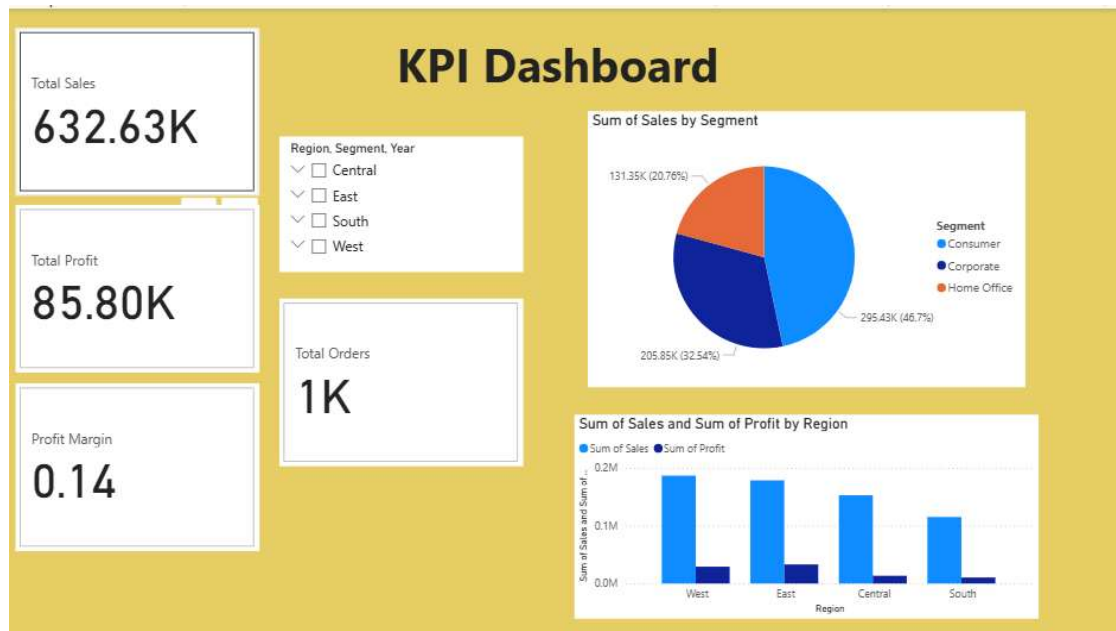


Storyboard

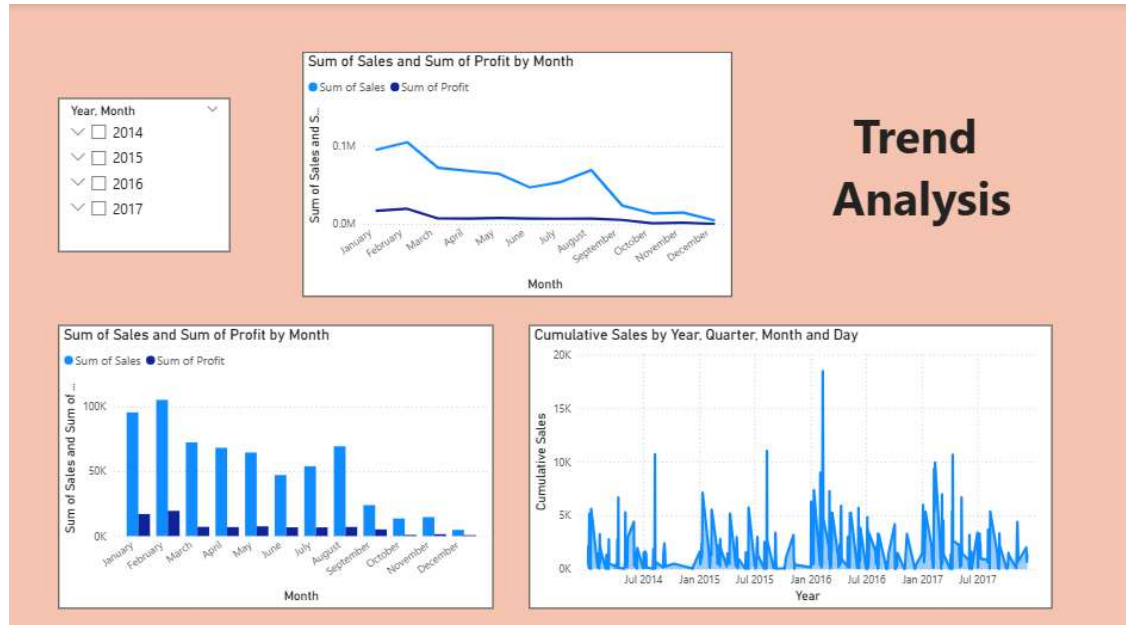
1. KPI Dashboard:

- Objective:
Provide a high-level snapshot of key performance metrics and filters for year, region, and segment.
- Visual Elements:
 - Total Sales, Total Profit, Profit Margin
 - Card visuals
 - Total Orders
 - Distinct Order IDs
 - Sales by Segment
 - Pie chart
 - Sales and Profit by Region
 - Bar chart
 - Multi-level filter for Region, Segment, and Year
- Narrative Flow:
 - User selects region, segment, or year filters
 - KPIs and visuals update dynamically
 - Sales trends by segment and profit spread by region are immediately visible



2. Trend Analysis:

- Objective:
Reveal trends and seasonality in sales and profit across multiple years.
- Visual Elements:
 - Sales & Profit by Month
 - Line chart
 - Cumulative Sales over Time
 - Area or line chart with DAX measure
 - Sales & Profit by Month
 - Bar chart
 - Year and month slicers for time selection
- Narrative Flow:
 - Users filter by year to analyze monthly trends
 - Line and bar charts show comparative trends and drops
 - Cumulative view reveals peak business months



3. Sub-Category Insights:

- Objective:
Uncover performance patterns and profit drivers at the subcategory level.
- Visual Elements:
 - Profit by Sub-Category
 - Horizontal bar chart
 - Sales and Profit by Sub-Category
 - Clustered bar chart
 - Treemap of Sales by Sub-Category
 - Visual comparison
 - Subcategory KPI table
 - Sales, Profit overview
 - Time slicers to explore temporal impact
- Narrative Flow:
 - User filters years to compare performance over time
 - Top and bottom performers are instantly visible
 - Tabular and graphical data help validate insights

