

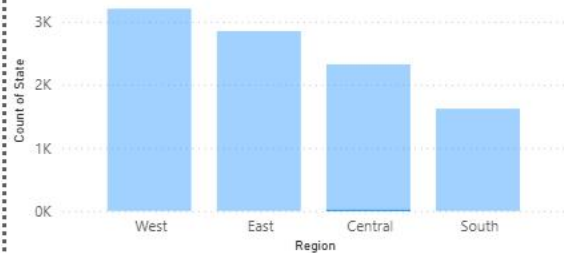
Business Dashboard Overview

Objective: Provide an interactive view
of Sales, Profit, and Growth.

Tool Used: Power BI

Dashboard

Count of State by Region



Count of Order Date and Sum of Sales

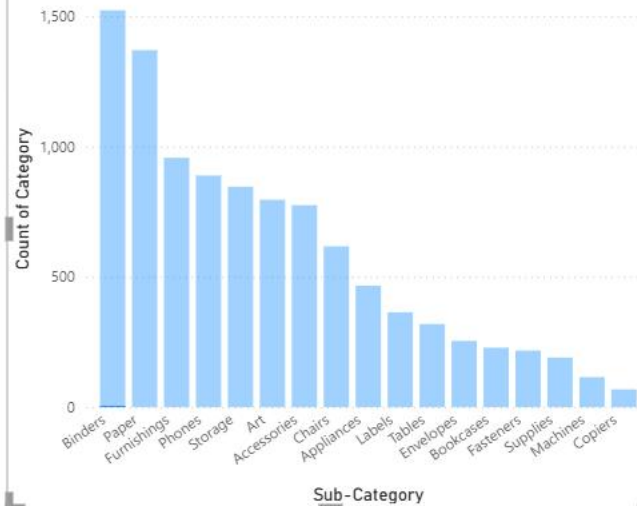


Profit	(\$6,599.98)	Sales	\$4,499.99
Row_Id	7773	Delivery Time	7
Profit	(\$3,839.99)	Sales	\$7,999.98
Row_Id	684	Delivery Time	0
Profit	(\$3,701.89)	Sales	\$2,177.58
Row_Id	9775	Delivery Time	4
Profit	(\$3,399.98)	Sales	\$2,549.99
Row_Id	3012	Delivery Time	6
Profit	(\$2,929.48)	Sales	\$1,889.99
Row_Id	4992	Delivery Time	6
Profit	(\$2,639.99)	Sales	\$1,799.99
Row_Id	3152	Delivery Time	3
Profit	(\$2,287.78)	Sales	\$1,525.19

First City and First State by Country



Count of Category by Sub-Category



Key Insights

- - Total Sales: ₹X
- - Total Profit: ₹Y
- - Top Performing Region: West
- - Top Category: Furniture
- - Average Delivery Time: 3.5 days

Sales & Profit Over Time

- Monthly/Yearly trend analysis shows:
 - - Seasonal peaks in November and December
 - - Dip in sales during mid-year
 - - Profit margin is highest in Q4

Business Recommendations

- - Focus on high-profit sub-categories
- -Expand operations in profitable states
- -Improve delivery times in South & Central regions
- - Reduce discounts to improve profit margins