

Dashboard Findings:

1. Sales Over Time:

- Monthly average sales remain stable around 240–260.
- A significant drop in April followed by recovery in later months.
- Peaks in August and October.

2. Profit Over Years:

- Profit demonstrates consistent growth year over year:
 - 2011: ~0.25M
 - 2012: ~0.30M
 - 2013: ~0.41M
 - 2014: ~0.50M
- Indicates steady profitability improvement.

3. Sales & Profit by Shipping Mode:

- Standard Class: 7.56M sales, ~886K profit (dominant mode).
- Second Class: 2.57M sales, ~294K profit.
- First Class: 1.84M sales, ~210K profit.
- Same Day: 677K sales, ~77K profit.
- Standard Class drives the bulk of both sales and profits.

4. Sales by Market:

- APAC leads with ~3.7M sales.
- EU follows with ~3M.
- US at ~2.5M.
- LATAM slightly above 2M.
- EMEA, Africa, and Canada lag far behind.
- Majority of sales come from APAC and EU.

5. Segmentation & Country Analysis:

- Filters available by country and segment (Consumer, Corporate, Home Office).
- Allows deeper drill-down of patterns across geographies and customer types.