**1. KPI Cards**

• **Sum of Quantity (285):** Total number of units sold, indicating product movement

volume.

• **Sum of Profit (1.44K):** Net earnings. Relatively low—may indicate thin margins or high

costs.

• **Sum of Sales (46.61K):** Overall revenue.

• **Sum of Discount (9.30):** Total value of discounts given. High discounts impact

profit.

**2. Sum of Sales by Region (Donut Chart)**

• **North (28.59%) leads**, followed by East (27.73%) and South (23.79%). West contributes

19.88%.

• Indicates demand concentration and logistic advantages in specific regions.

**3. Sum of Sales by Segment (Donut Chart)**

• **Consumer dominates (41.71%),** followed by Corporate (29.56%) and Home Office

(28.73%).

• Indicates stronger B2C revenue stream.

**4. Sales Over Time (Line Area Chart)**

• Sales show clear seasonal patterns with peaks and dips.

• Used for demand forecasting, inventory and marketing planning.

**5. Sales by Sub-Category (Bar Chart)**

**• Phones** and **Machines are top-selling**; Labels and Storage lag behind.

• Helps in inventory planning and promotion strategy.

**6. Profit and Sales by Segment (Bar Chart)**

• **Home Office yields better profit** relative to sales.

• Consumer drives volume but low margin. Review pricing strategy.

**Conclusion**

This dashboard aids stakeholders in understanding regional performance, product trends,

discount impact, and seasonal demand. It can guide strategic actions like optimizing

product mix, pricing adjustments, and resource allocation.