

Sales Performance Dashboard – 2024 (Visual Storytelling Report)

Objective

To analyze sales performance across regions, product categories, and months using interactive visualizations.

1. Sales by Region

The West region recorded the highest sales (₹10,200), followed by East (₹9,500). North and South regions show comparatively lower performance, indicating potential areas for sales improvement and marketing focus.

Insight: West and East are key revenue drivers.

2. Sales by Product Category

Furniture (₹13,800) and Electronics (₹13,500) dominate the sales contribution, while Clothing (₹5,500) lags behind.

Insight: Business should promote Clothing category through offers or bundling.

3. Monthly Sales Trend

Sales show fluctuations across months with peaks and dips, indicating seasonal demand patterns.

Insight: Inventory and marketing campaigns can be aligned with high-demand months.

4. Interactive Slicer (Region Filter)

The slicer allows dynamic filtering of data by region, enhancing decision-making and comparative analysis.

Conclusion

The dashboard effectively highlights:

- Top performing regions
- High and low performing product categories
- Monthly sales behavior
- Interactive filtering for deeper insights

This visualization supports data-driven business decisions.