**Dashboard 1: (Top/Bottom Analysis)** Covered Topics:

1. Overall Sales Metrics - Quantity sold, cost of goods sold (COGS), revenue, profit, and profit margin with comparing current month vs previous month

2. Performance of Top and Bottom Drugs: - Identification of dynamic top drugs by Different Measures and the percentage contributions - Overview of the Dynamic Top and underperforming customers by Different Measures and the percentage contributions.

**Dashboard 2: (Customer Analysis)** Covered Topics:

1. Customer Demographics and Sales Distribution: - Total number of customers and average revenue per customer. - Revenue distribution by country and key statistics on buyer type.

2. Revenue by Demographics: - Breakdown of revenue by gender and age group.

3. Geographical Insights: - Highlighting the revenue share from top 2 countries.

**Dashboard 3: (Trend Analysis)** Covered Topics:

1. Revenue and Transaction Trends: - Yearly and quarterly revenue trends. - Number of transactions and total revenue (KPI).

2. Month-over-Month Revenue Changes: - Detailed analysis of revenue changes for each month (Monthly Trend).

3. Weekday Sales Analysis: - Breakdown of revenue by weekdays and identification of top drugs sold per day.