**SALES ANALYSIS DASHBOARD OF UNITED STATES OF AMERICA**

**NEW MEASURES**

* Total Profit %
* Total Products
* Total Customers
* Total Orders
* Total Sales
* Total Profit

**LIST OF VISUALIZATIONS**

* Total Sales By Region
* Total Sales By Segment
* Total Sales By Year
* Total sales By Product Category
* Top 5 Customer in Sales of Phone
* Top 10 States by Total Sales
* Top 10 Cities with Highest Profit %
* Bottom 10 Cities in terms of Profit %
* Top 5 Best Selling Product Category by Total Sales and Profit
* Profit % by Year and Month
* Profit % by Category
* Top 5 Most Profitable Customer
* Profit By Segment
* Total Profit By Year and Product Name
* Total no of Products sold in each Year.
* Total Profit By Shipment Mode
* Total Profit By State
* Top 5 Cities with Highest Sales
* Total Discount By Product
* Total Products sold by Quantity and Year
* Total Sales By Order Month and Year

**IMPORTANT INSIGHTS DERIVED**

* The **Highest Sales** are in **California, New York, and Pennsylvania**
* The **West Region** has the **highest Sales** percentage of 33.29%
* The **Consumer Segment** has the **highest total Sales** percentage of 50.56% whereas **Home Office** has **Lowest Sales** of 18.7%
* The year **2017** had the **highest Sales** comparing four years from 2014 to 2017.
* **Product Category “Phones”** has the highest Total Sales of 330,007 whereas Fasteners had the lowest sales.
* **John Murray** was the top customer in terms of Profit by Phones Category
* **Technology Products** tops the list in the Top 5 bestselling Products category by Total Sales and Profit.
* The **lowest Profits** are in **North Carolina**. Sales had to be improved there.
* **Atlanta** is the **top city** in terms of **Profit %** whereas **Thomasville** is in **bottom 10 Cities by Profit %**
* **Tamara Chand** tops the list among the **top 5** Profitable customers.
* The **Profit %** was high in the month of **December in 2017**. The **Consumer Segment** has the **highest Profit** % of 46.83%
* The year **2017** had the **highest no of products sold** comparing the 4 years from 2014 to 2017.
* The **Standard Class Shipment mode** had the **highest Profit** whereas **Same day** delivery had the **lowest profit.**
* **Office Supplies** products had the **highest discount of** 947.80 whereas Technology products had the lowest discount.
* The **Total Sales** were **high** in the month of **November 2017.**
* **A total** of **5009 orders** were placed between 2014 to 2017.

**SCREENSHOTS**

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