

# Sales and Profit Insights Dashboard Report

## 1. Purpose of the Dashboard

The dashboard offers a clear view of sales and profit performance across various regions, states, and product categories. Its main goal is to help business leaders identify top-performing areas and those needing improvement. It answers key questions like: "Which regions and product categories are driving the most sales and profit? Where should we focus our efforts to grow?"

## 2. Intended Audience

This report is tailored for the executive management team and regional sales managers. It provides insights to help make strategic decisions about how to allocate sales resources, which products to focus on, and how to tailor regional marketing strategies.

## 3. Data Overview

- **Data Source:** Sales and profit data come from internal systems that track regional performance.
- **Time Period:** The data covers the latest sales information from 2024 across different regions, states, and product categories in the U.S.

## 4. Key Metrics and KPIs

- **Sales by Region:** Total sales figures for the West, East, Central, and South regions.
- **Sales by State:** Detailed sales and profit breakdown by each state.
- **Sales and Profit by Product Category:** Focus on categories like Furniture, Office Supplies, and Technology.
- **Top Sub-categories:** Key sub-categories include phones, chairs, storage, and tables, along with other significant revenue contributors.

## 5. Dashboard Sections

The dashboard is divided into several sections for easy understanding:

- **Sales by Region:** Shows total sales figures for different regions.
- **Sales and Profit by Sub-Categories:** Details performance for specific product sub-categories such as accessories, copiers, phones, and tables.
- **Sales by Category:** Displays the percentage contributions of major product categories (Furniture, Office Supplies, Technology).
- **Top Performing Sub-Categories:** Highlights the highest-selling sub-categories.

## 6. Patterns & Trends

- **Regional Performance:**
  - The West region leads with 108,418 units sold.
  - The East region follows with 91,523 units.
  - The Central and South regions have lower sales, at 39,706 and 46,749 units, respectively.
- **Product Categories:**
  - Technology products top the sales charts, making up 36.4% of total sales.

- Furniture and Office Supplies contribute 32.3% and 31.3%, respectively.
- **Sub-categories:**
  - Phones, chairs, and storage are major sales drivers.
  - Binders and machines have moderate sales but vary in profit margins.

## 7. Outliers or Anomalies

- **Negative Profit Margins:** Some sub-categories, like furnishings and fasteners, show negative profit margins, indicating possible inefficiencies or cost issues that need addressing.

## 8. Visual Evidence

- **Sales by Region:** A bar chart shows the West region significantly outperforms others in sales.
- **Profit and Sales by Product:** A table reveals that phones and chairs are major sales drivers. However, items like bookcases have lower sales and may need reevaluation of pricing or promotional strategies.

## 9. Actionable Insights

- **Focus on the West Region:** Since this region has the highest sales, increasing marketing and resource allocation here could improve results even further.
- **Invest in Technology Products:** Technology leads in sales, so further investment in this area could boost growth.
- **Address Negative Margins:** Improve profitability for sub-categories like furnishings and fasteners by reducing production costs or adjusting pricing strategies.

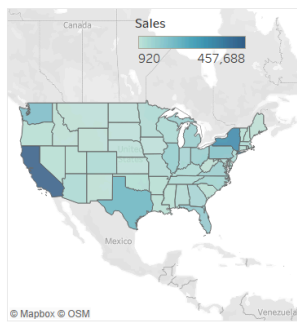
## 10. Future Recommendations

- **Review Cost Structures:** Investigate the cost structures of products with negative profits to find ways to improve overall profitability.
- **Boost Sales in Central and South Regions:** These regions show potential for growth. Analyzing local market needs and adjusting product offerings could help increase their performance.
- **Monitor Top Sub-categories:** Keep track of high-performing sub-categories like phones and chairs to maintain success and adapt to changing consumer preferences.

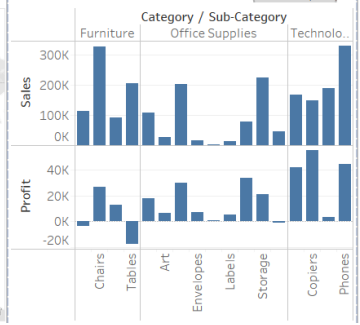
## 11. Summary of Key Insights

- The West region excels in sales, while the Central and South regions offer growth opportunities.
- Technology products contribute the most to total sales, while furnishings and fasteners show negative profits and require attention.
- Key actions include increasing marketing efforts in the West and addressing profit issues in underperforming sub-categories.

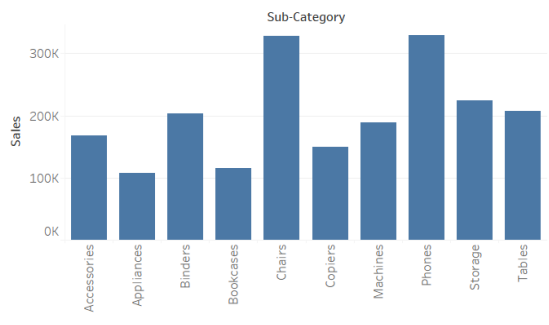
State-wise Sales



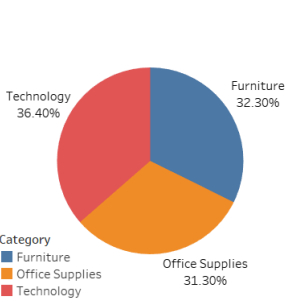
Sales & Profit by product



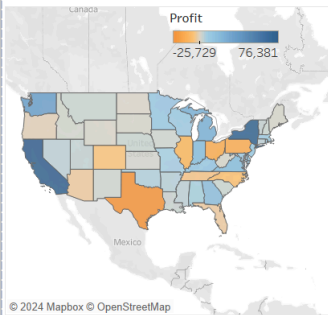
Top N sub-categories by Sales



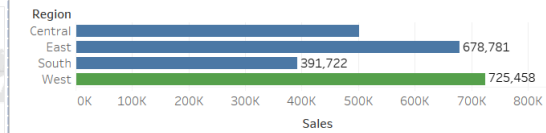
Sales by category



State-wise Profit



Sales by region



Profit by region

