**GLOBAL MARKET SALES & OPERATIONS DASHBOARD**

**Project Overview:**

This Power BI dashboard provides a comprehensive analysis of global sales and operations performance across multiple dimensions. It helps in understanding market-wise sales trends, country-level performance, product category contributions, and customer segment behavior. The dashboard also tracks order statuses, payment mode preferences, shipment trends, discount rates, and profitability across regions, helping businesses make data-driven decisions.

**Key Questions & Insights:**

**1. Which region generates the highest sales?**

* **Europe** leads in total sales, making it a key market for expansion and investment.

**2. Which customer segment contributes the most to sales?**

* The **Consumer segment** contributes the highest to overall sales.
* The **Home Office segment** has the lowest contribution, indicating a lower market demand.

**3. Which product categories are the most and least profitable?**

* **Top-selling categories:**
  + **Fishing gear** ranks highest in sales, followed by **Cleats** and **Camping equipment**, indicating strong demand for outdoor-related products.
* **Lowest-selling categories:**
  + **Toys and CDs** have the least sales, suggesting a decline in market interest.

**4. Which shipment method is most used across regions?**

* **Second-Class shipment** is the most commonly used across all regions, likely due to cost-effectiveness and reliability.

**5. What is the average delivery time for shipments?**

* The maximum real-time shipping duration recorded is **6 days**.

**6. Which region offers the highest benefits per order?**

* The **European region** ranks highest in terms of benefits per order, making it a strategic area for high-margin sales.

**7. Which region has the highest discount rate?**

* **Latin America** leads in offering the highest discounts, potentially as a strategy to drive sales in a competitive market.

**8. Which payment mode is preferred by customers?**

* **Debit card payments** are the most commonly used payment mode, indicating customer preference for direct and secure transactions.

**9. How can the company optimize sales performance?**

* **Expansion in high-revenue regions** like Europe can enhance profitability.
* **Targeted marketing for outdoor products** like Fishing, Cleats, and Camping gear can maximize revenue in demand-heavy areas.
* **Reduction in discounts in strong-performing regions** can improve profit margins while maintaining sales volume.
* **Exploring new payment options** for less preferred methods to capture untapped customer preferences.

**Conclusion:**

This dashboard provides deep insights into sales trends, market behaviours, and operational efficiencies across global regions. With a data-driven approach, businesses can make informed strategic decisions on product focus, regional expansions, and customer engagement strategies to enhance overall performance.