

USA Sales Dashboard

This dashboard provides a clear overview of overall business performance by tracking key sales and profitability metrics. Core KPIs include Total Sales, Total Profit, Total Orders, and Total Quantity Sold, giving an immediate snapshot of how the business is performing.

Sales trends are analyzed using monthly line chart for both sales and profit, helping identify seasonal patterns, growth periods, and dips. The dashboard also breaks down performance through bar charts showing:

- Sales by Product Category
- Sales by Customer Segment

To understand regional performance, a filled map visual analyzes sales across the four major US regions (North, South, East, West). A Region slicer allows users to filter the entire report by specific regions to compare how performance changes geographically.

Overall, the dashboard provides a comprehensive view of sales, profit, customer segments, product categories, and regional trends, enabling fast, data-driven decision-making.

