

ChemCorp Sales Dashboard

(Jan 2015 – Dec 2015)

This dashboard provides a comprehensive analysis of ChemCorp's sales performance from January to December 2015. It highlights key financial metrics such as *Revenue*, *Profit*, and *Profit Margin*, while also visualizing monthly sales trends and regional profitability across the U.S.

The goal is to help ChemCorp identify performance patterns and uncover areas for strategic focus or optimization.

ChemCorp Sales Dashboard (Jan 2015 – Dec 2015)

\$41.78M

Sum of Revenue_total

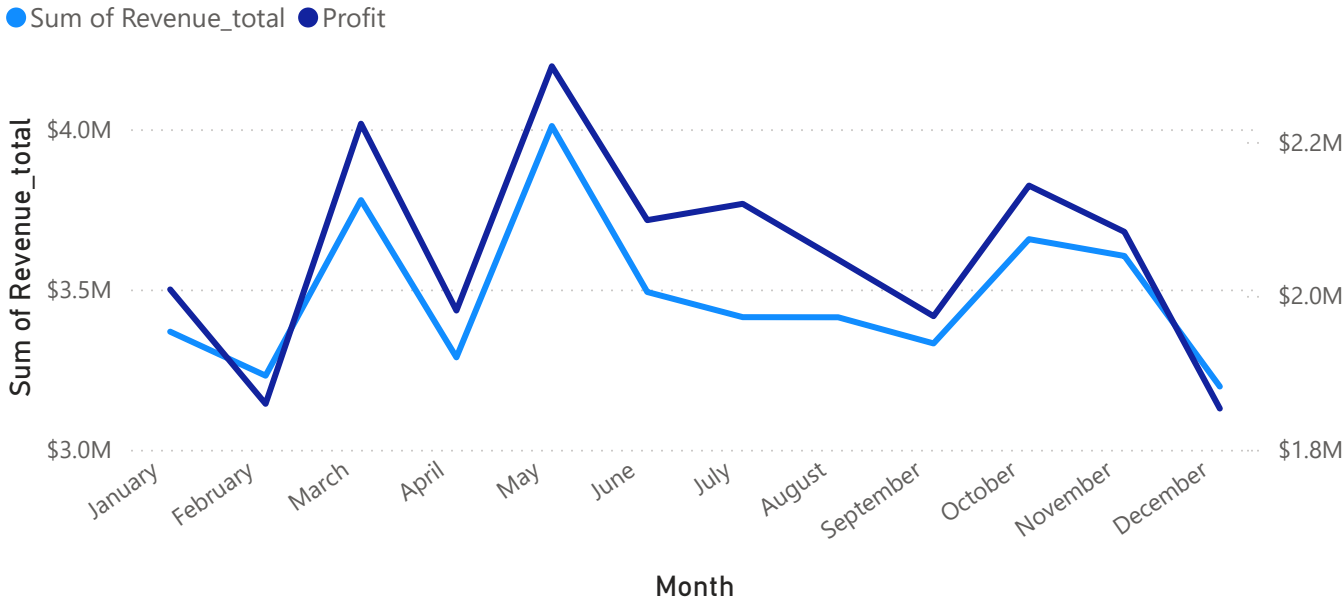
\$24.69M

Profit

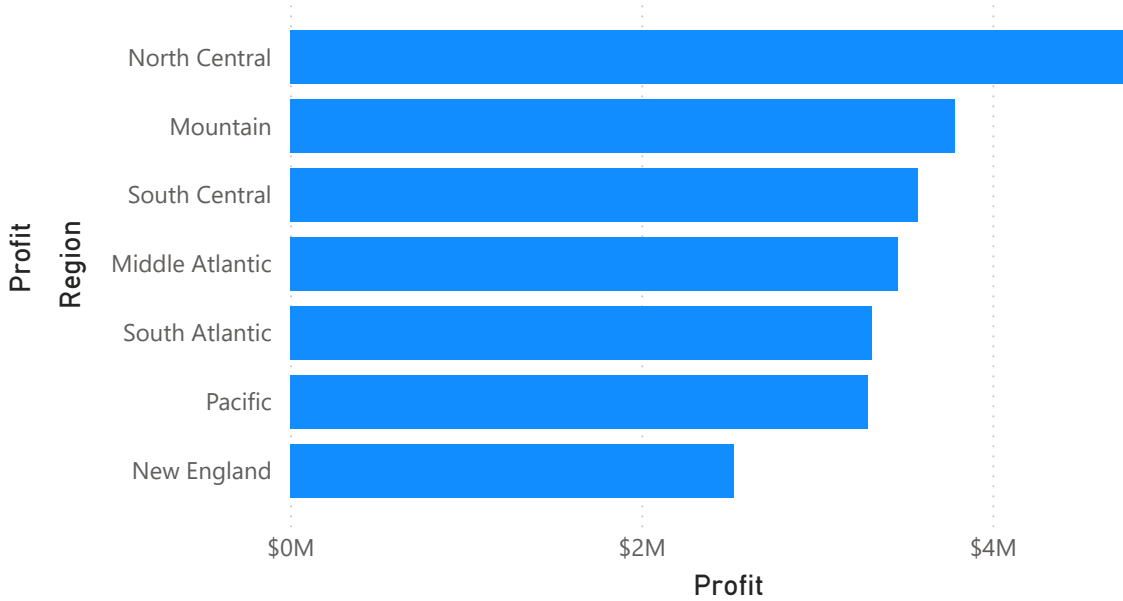
59.09%

Profit Margin

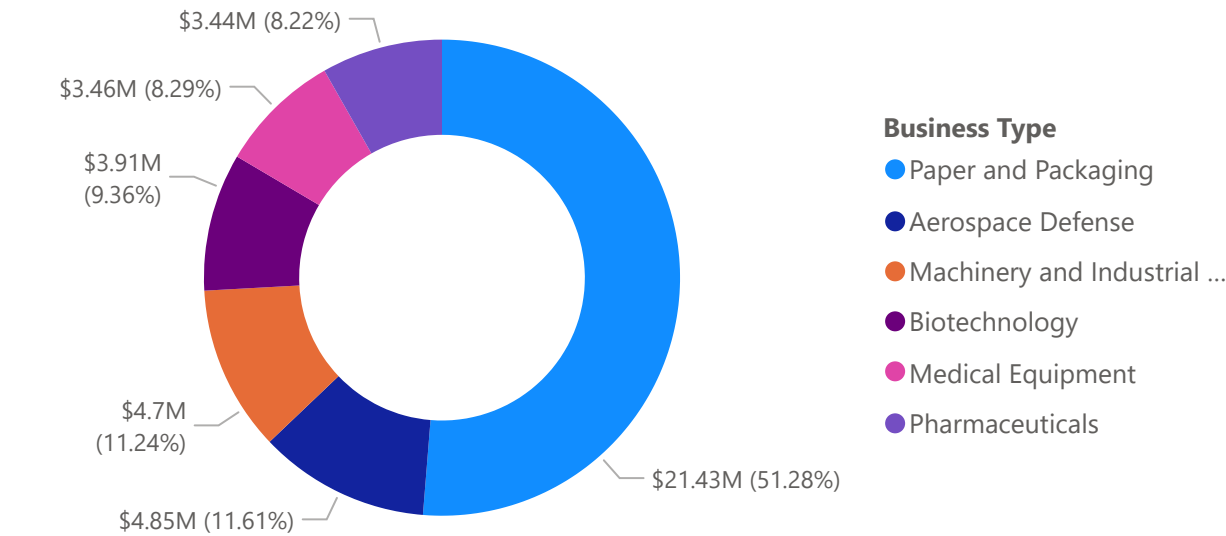
A3 - Revenue and Profit by Month (Seasonality)



A4 - Profit by Region



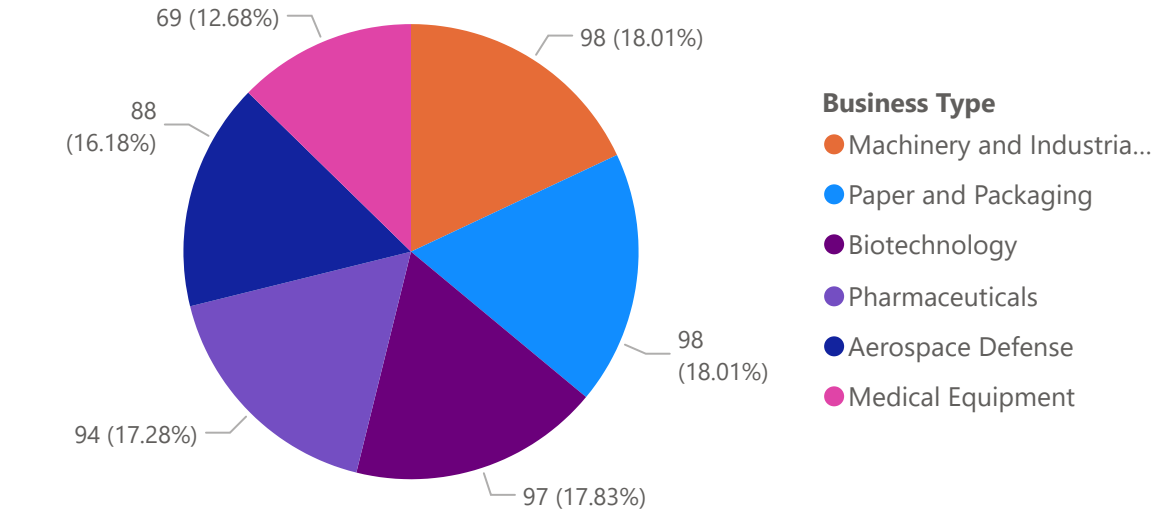
A2 - Revenue by Business Type



B3 - Top products in each segment

Product Type (groups)	Product ID	Sum of Revenue_total	Profit	Profit Margin
Standard	Chemical E	\$2,894,222.4	\$2,560,592.5	88.5%
Standard	Chemical C	\$1,691,206.8	\$1,202,612.9	71.1%
Specialty	Chemical J	\$1,022,130.1	\$670,169.2	65.6%
Specialty	Chemical G	\$3,196,121.3	\$2,042,921.4	63.9%
Standard	Chemical F	\$4,167,276.7	\$2,530,566.4	60.7%
Standard	Chemical K	\$9,690,431.8	\$5,820,432.9	60.1%
Standard	Chemical I	\$5,070,296.2	\$2,721,876.0	53.7%
Standard	Chemical H	\$5,611,669.2	\$3,009,722.7	53.6%
Standard	Chemical D	\$4,489,774.5	\$2,343,678.3	52.2%
Standard	Chemical B	\$3,109,603.2	\$1,520,630.8	48.9%
Specialty	Chemical A	\$839,721.4	\$265,840.3	31.7%
Total		\$41,782,453.5	\$24,689,043.4	59.1%

A1 - % of Customers by Business Type



Business Type

All

Region

All

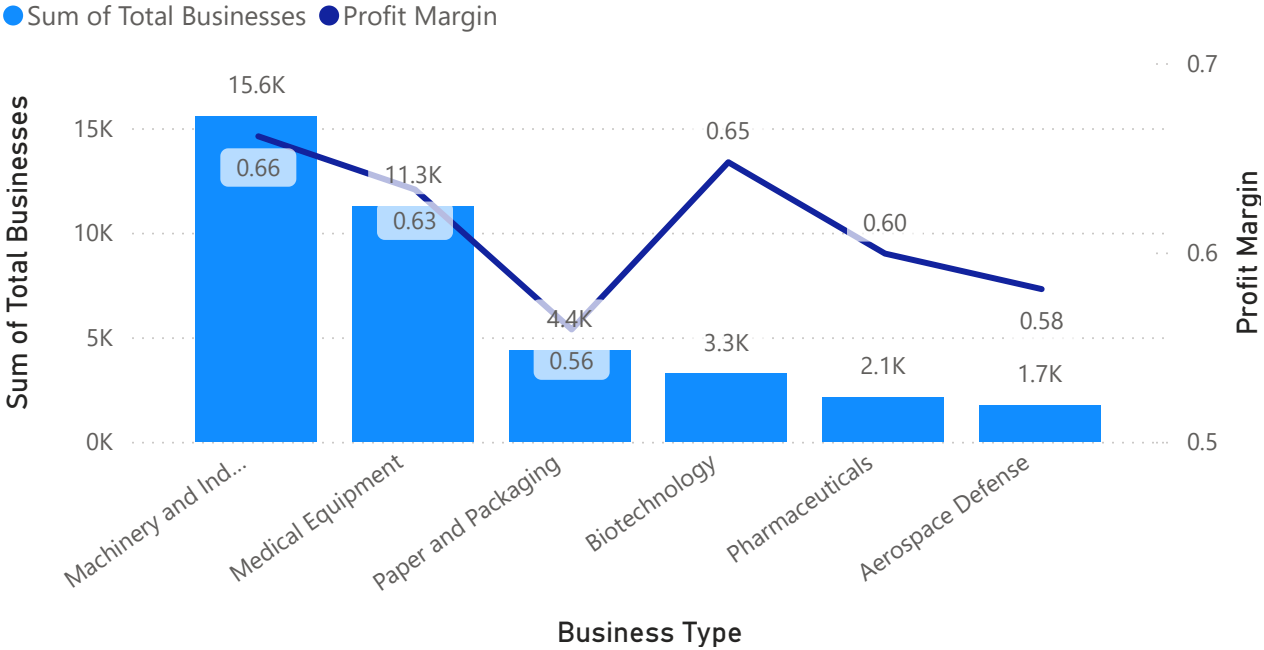
Month

All

Product Type

All

B2 - Profit Margin vs. Number of Businesses by Segment



Product Type

Specialty

Standard

Product ID

Chemical A

Chemical B

Chemical C

Chemical D

Chemical E

Chemical F

Chemical G

Chemical H

Chemical I

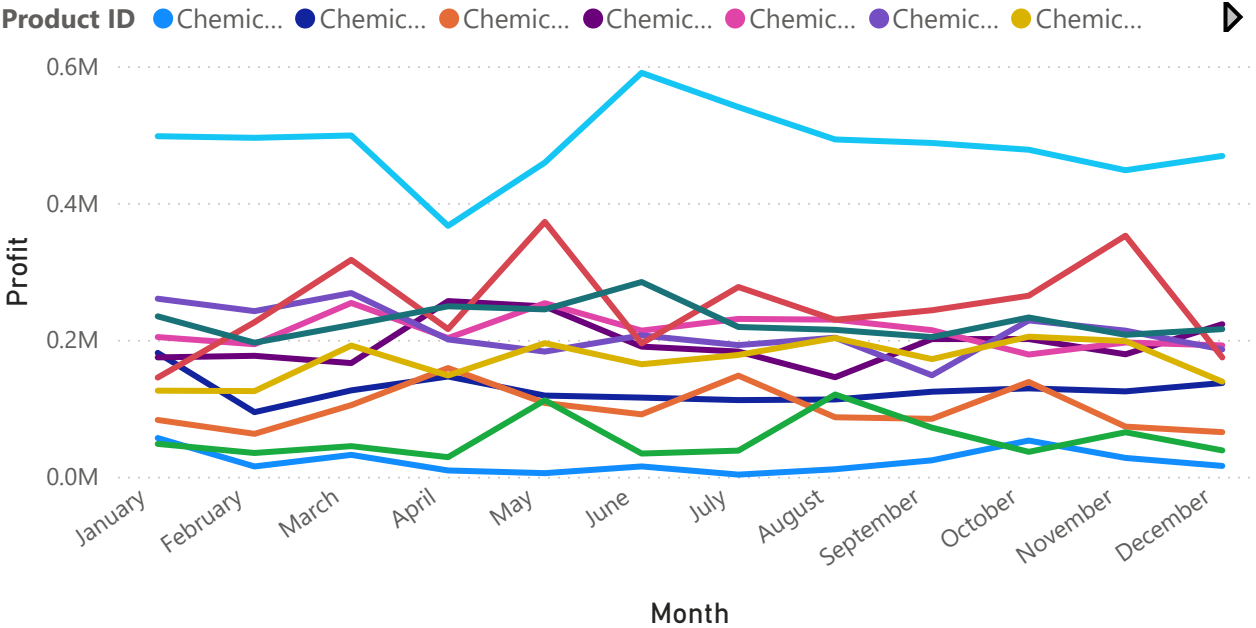
Chemical J

Chemical K

B1 - Markey Opportunity

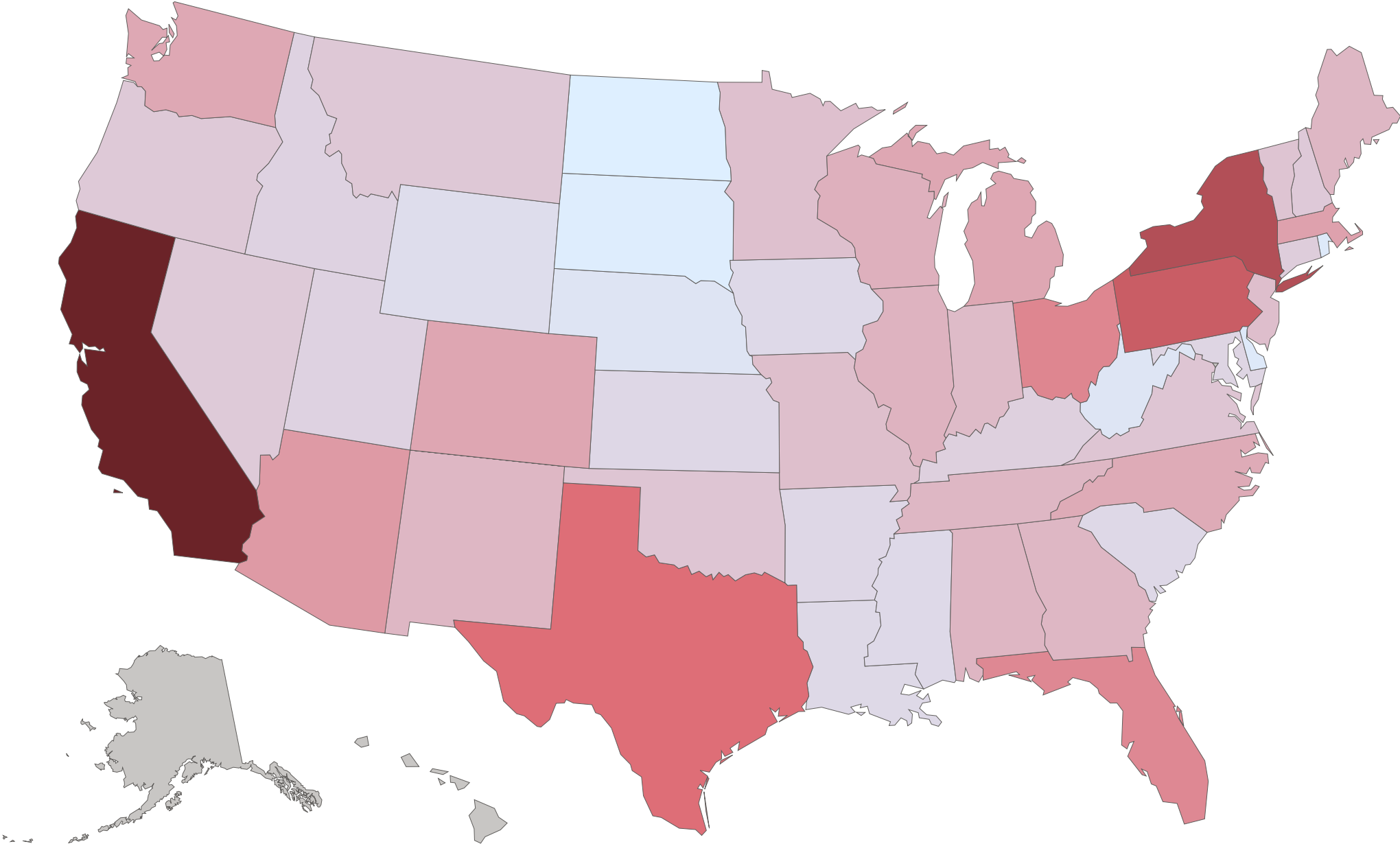
Business Type	Sum of Revenue_total	Profit Margin
Machinery and Industrial Goods	\$4,695,979.3	66.1%
Biotechnology	\$3,912,204.2	64.8%
Medical Equipment	\$3,461,754.5	63.3%
Pharmaceuticals	\$3,435,313.7	59.9%
Aerospace Defense	\$4,851,571.4	58.1%
Paper and Packaging	\$21,425,630.5	55.9%
Total	\$41,782,453.5	59.1%

Profit by products





Revenue Per Business by State



Profit by State

