Sales Data Dashboard Summary
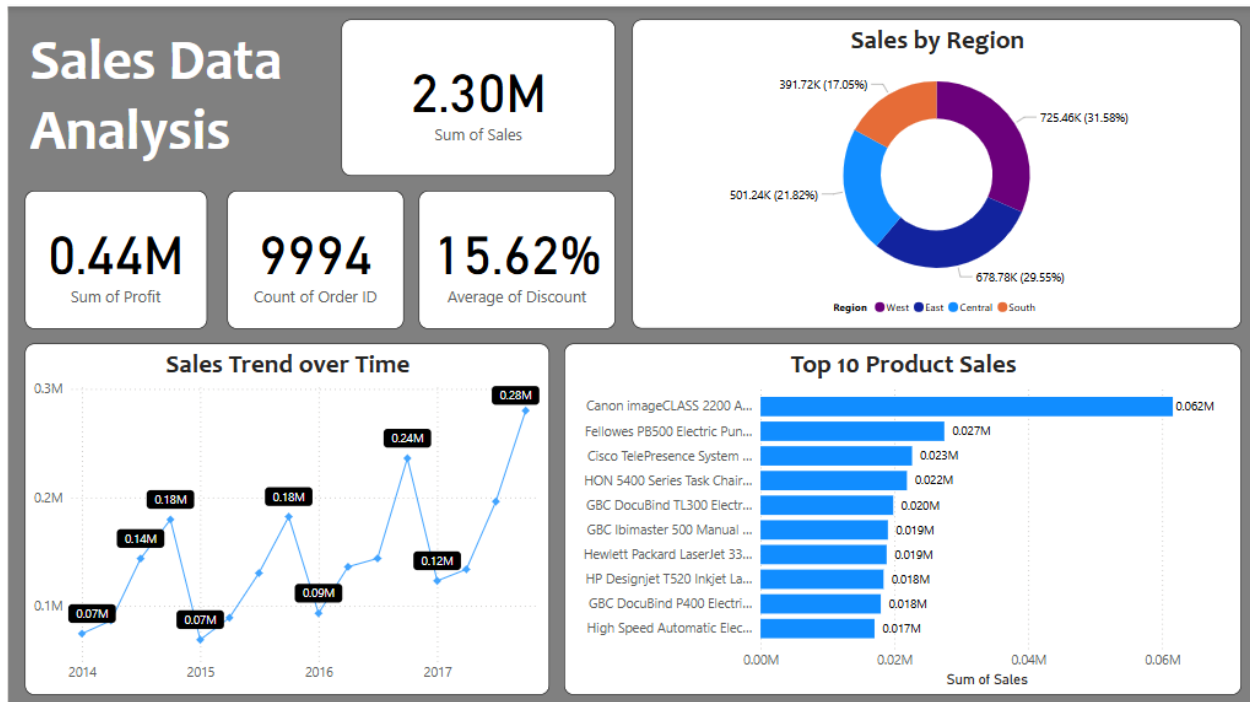
Objective:

To provide a comprehensive overview of sales performance across products, regions, categories, and customer segments. The dashboard enables stakeholders to identify top-performing areas and uncover insights for strategic decision-making.

Slide 1: Executive Sales Overview

Key Metrics:

- **Total Sales**: 2.30M

- **Total Profit**: 0.44M

- **Order Count**: 9994

- **Average Discount**: 15.62%

Sales Trend:

- Sales show a **consistent upward trend** from 2014 to 2017.

- Notable spikes in 2016 and 2017 suggest successful campaigns or high-performing products.

Sales by Region (Donut Chart):

- **Central (31.58%)** leads in sales, followed by **South (29.55%)**.

- **East and West** contribute smaller shares, indicating growth opportunities.

Top 10 Product Sales:

- **Canon imageCLASS 2200** series tops the chart with 0.062M sales.

- Other high performers include Fellowes and Cisco products, showing demand in office equipment.
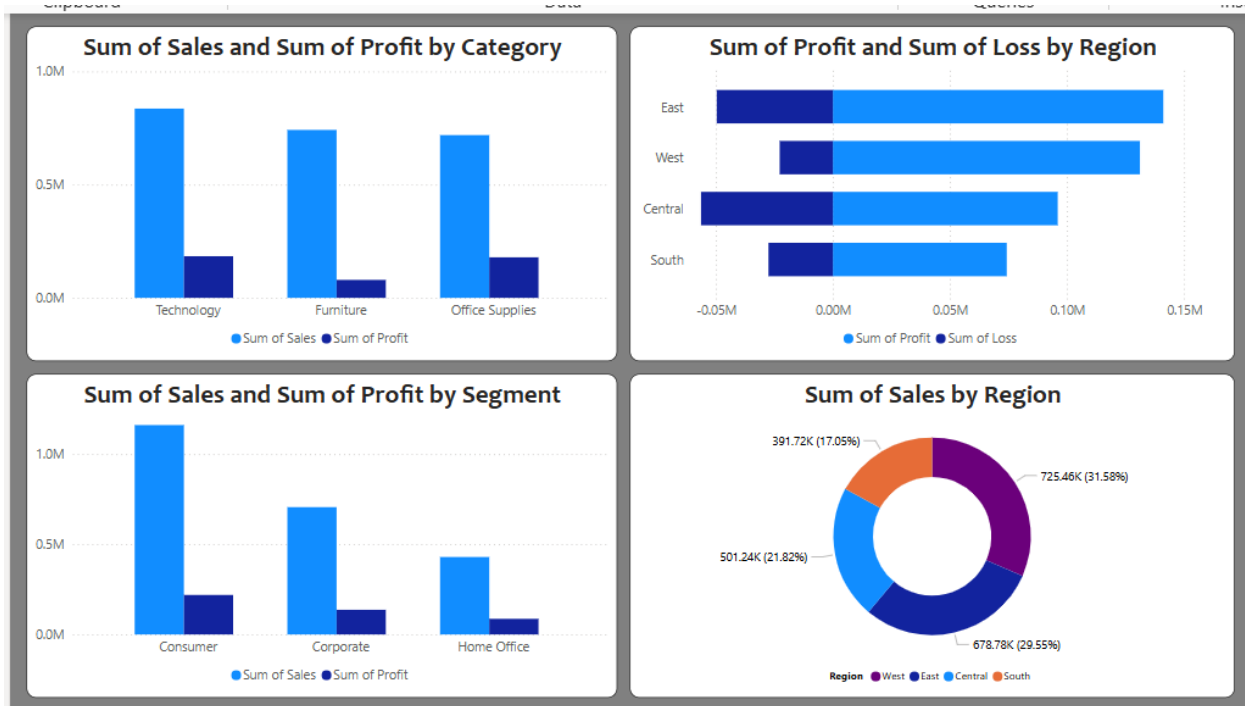
Slide 2: Deep Dive Analysis

Category Performance:

- **Technology** generates the highest sales and profit, followed by **Furniture** and **Office Supplies**.

- Technology dominates with a significantly higher profit margin.

Segment Analysis:

- **Consumer segment** is the most profitable and contributes highest sales.

- **Corporate** and **Home Office** segments show moderate performance.

Regional Profit vs Loss:

- **East and West** regions lead in **profit**, while **Central** shows balanced performance.

- **South** region reflects **lower profit**, possibly due to higher discounts or operational costs.

Repeated Regional Chart:

- Reinforces the significance of **Central and South** in revenue contribution.

- Provides continuity in regional analysis across slides.