**Sales Dataset Documentation**

The dataset given provides details on the sales of the company's products.

**Key Performance Indicators**

**1.Total Sales:** This KPI reflects the overall sales performance and provides insight into the total revenue generated by the company. It is essential for assessing the scale of sales activities and revenue trends over time.

**2. Total Profit:** This KPI indicates the gross profit achieved during the period. It helps in understanding the profitability of the company's sales activities .

**3**. **Profit Margin:** This KPI measures profit as a percentage of sales, offering a clear view of how efficiently the company converts sales into profit. It is crucial for evaluating profitability and financial health.

**4.** **Sales by Region:** This KPI shows how sales are distributed across different regions. It helps in identifying regional performance, and regional trends, which can guide strategic decisions and resource allocation.

**5. Profit by Category:** This KPI reveals the distribution of profit across different product categories. It is useful for assessing the profitability of various product lines and making informed decisions about product focus**.**

**6.** **Customer Count:** This KPI tracks the number of customers based on various parameters, such as demographics or purchasing behaviour. It helps in understanding customer base size, engagement, and potential market reach.

**Visualizations Used**

**1.Cards:**Total sales amount, total profit, customer count and profit margin are represented using cards because it highlight single values, making it easy for users to quickly understand important figures without distraction.

**2.Donut Chart:** Donut charts are a great choice for displaying profit distribution across different products due to their clarity, visual appeal, and ability to handle multiple categories effectively.

**3.Slicer**: It enhance data analysis by providing interactive, focused, and consistent filtering options. They help users drill down into specific data segments, explore trends, and gain insights more effectively.

**4.Column Chart:** It sales in a region because they provide a clear, comparative, and easily interpretable visualization of categorical data.

**5.Bar Chart:** It is effective for showing the order priority of product categories due to their ability to handle categorical data, facilitate easy comparison, and present data in a clear and readable format.

**6.Line Chart:** It shows sales data over a series of months because they effectively illustrate trends, seasonal patterns, and continuous changes in sales.

**Key Insights**

* The highest sales occurred in April, while the lowest sales were recorded in March.
* The highest customer count was recorded in January, while the lowest was in June.
* The highest profit occurred in March, while the lowest profit were recorded in February.
* The products that yield the highest profit for each month are displayed.
* Sales across different regions are displayed.
* The order priority for various product categories is displayed.