

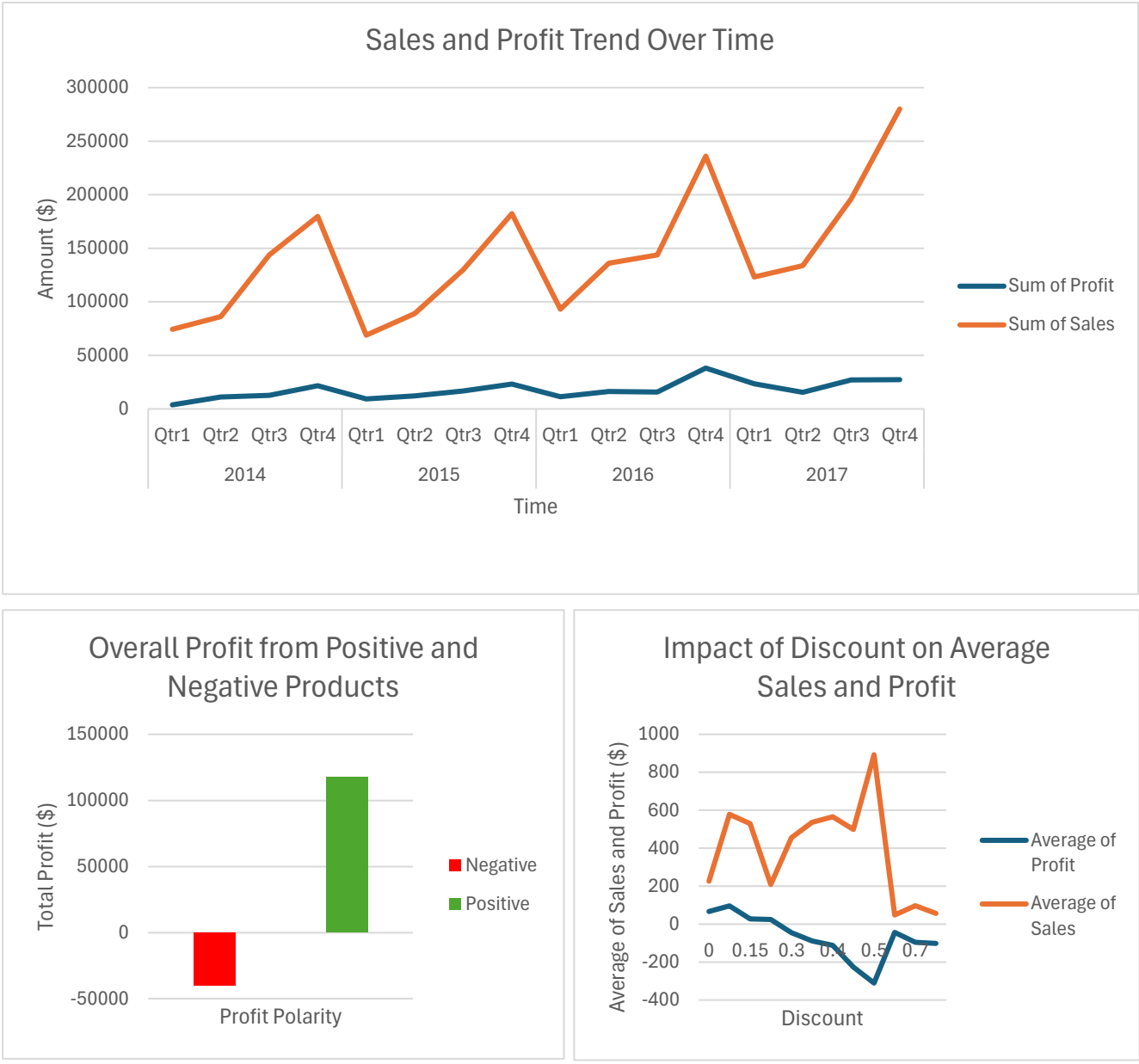
Sales and Profit Overview

Region
Central
East
South
West

Segment
Consumer
Corporate
Home Office

Category
Furniture
Office Supplies
Technology

Sub-Category
Accessories
Appliances
Art
Binders



Objective:
This dashboard provides a view of sales and profit trends across time, customer segments, product categories, and discount behavior. It enables decision-makers to identify growth opportunities.

Dashboard Features:
Interactive filters for Region, Segment, Category, and Sub-Category
Time-based trend analysis of total sales and profit
Positive vs. negative profit segmentation
Impact of discounting on average sales and profit

Business Questions Addressed:
What is the trend in sales and profit over time?
Which product categories and segments are most/least profitable?
Do higher discounts lead to better sales or profitability?
Are there any product groups that consistently result in losses?
Which regions perform best in terms of total sales and net profit?

Key Insights:
Sales show a generally increasing trend over time, with consistent growth from 2014 to 2017. However, there is a noticeable drop in performance during Qtr1 of each year, suggesting a seasonal effect that warrants further investigation.
The Technology category contributes the highest profit, while Furniture lags behind.
Higher discount rates do not appear to increase average sales, and while they may provide a slight improvement in average profit, the overall impact suggests diminishing returns beyond moderate discount levels.
The East and West regions lead in both total sales and net positive profit, indicating stronger market performance compared to Central and South.

Recommendations:
Investigate seasonal drops in Qtr1 to uncover underlying causes.
Review loss-making products or sub-categories for potential discontinuation or pricing changes.
Define and apply an optimal discount strategy based on performance data to balance sales volume and profitability.
Focus marketing and expansion efforts on top-performing regions (East and West), while assessing strategies to boost performance in Central and South.