**Docx Report for Orders Dashboard Project**

**1. Introduction**

This report documents the Orders Dashboard project, a comprehensive visualization tool for analyzing sales and profit data. The dashboard provides insights into various aspects of the business, including regional performance, product categories, and customer trends.

**2. Methodology**

The dashboard utilizes data on sales, profits, customers, products, and orders. Data visualization tools were used to create interactive charts and tables, allowing users to explore the information in detail.

**3. Requirement Analysis**

The key requirement was to develop a user-friendly dashboard that empowers stakeholders to make data-driven decisions. The dashboard needed to provide insights into:

* Sales performance by region, category, and subcategory.
* Profitability across different product segments.
* Sales trends over time (year, quarter, month, day).
* Customer purchase behavior based on location and product choices.

**4. Other Parameters**

* Data Source: Specify the source of the data used (e.g., database, CRM system).
* Data Refresh Frequency: Mention how often the data is updated in the dashboard.
* Target Users: Identify the intended audience for the dashboard (e.g., sales team, management).

**5. Visualization**

* **Page 1:**
  + **Sum of Sales by City and Category:** Bar chart or pie chart showing city-wise breakdown of sales for each category.
  + **Sum of Sales by State and Region:** Stacked bar chart or map visualization to depict sales distribution across states and regions.
  + **Sum of Sales by State:** Bar chart or table summarizing sales figures for individual states.
* **Page 2:**
  + **Sum of Profit, Min, Max, and Target:** KPIs displayed as numbers or a simple bar chart for quick comparison.
* **Page 3:**
  + **Table of Year, Profit, and Sales:** Standard table format presenting sales and profit data for each year.
  + **Sum of Sales and Target by Year:** Line chart or dual-axis chart showing sales trends and target achievement over years.
  + **Sum of Sales by Year:** Bar chart or line chart illustrating yearly sales figures.
* **Page 4 (Mini Dashboard):**
  + **Sum of Sales by Category:** Pie chart or donut chart for category-wise sales distribution.
  + **Sum of Sales by Subcategory:** Bar chart or stacked bar chart to compare sales across subcategories.
  + **Slicer of Year, Quarter, Month and Day:** Interactive filter allowing users to drill down into specific timeframes.
  + **Sum of Profit by Segments:** Bar chart or pie chart depicting profit breakdown by customer segments (if applicable).
* **Page 5:**
  + **Country, Region, State, City wise Sum of Sales:** Hierarchical table or nested charts for a granular view of sales by location.
  + **Country wise Sum of Sales:** World map visualization or bar chart showcasing sales figures by country.
* **Page 6:**
  + **Sum of Sales by SubCategory and Discounts:** Scatter plot or bubble chart to analyze the relationship between discounts and sales within subcategories.
* **Page 7:**
  + **Date OrderID, Customer Name, Sum of Sales, Sum of Profit, Sum Of quantity:** Detailed table listing individual orders with corresponding customer details, sales amounts, profit margins, and quantity purchased.
* **Page 8 (Full Dashboard):**
  + **Slicers of Year, Category, Region and Shipmode:** Interactive filters for selecting specific data subsets.
  + **Sum of Sales by Region and Category:** Heatmap or matrix chart visually representing sales performance across regions and categories.
  + **Sum of Profit by Sub-Category:** Bar chart or pie chart demonstrating profit contribution by subcategories.
  + **Sum of Sales and Sum of Profit by year:** Line chart or dual-axis chart for combined sales and profit trends over time.
  + **Sum of Sales by region:** Bar chart or map visualization for regional sales breakdown.
  + **Total Discounts, Total Cities, Total Profit, Total Quantity, Total Sales:** Key performance indicators displayed as numbers or simple charts.

**6. Insights from the Charts and Dashboards**

By analyzing the various visualizations, users can glean valuable insights such as:

* Top-selling categories and subcategories in different regions.
* Profitability of specific customer segments and product lines.
* Sales trends over time and how they correlate with seasonal patterns or marketing campaigns.
* The effectiveness of pricing strategies based on sales and discount combinations.
* Customer buying behavior based on location and product preferences.

**7. Conclusion**

The Orders Dashboard provides a comprehensive and interactive tool for analyzing sales and profit data. It empowers stakeholders to make data-driven decisions, identify sales opportunities,