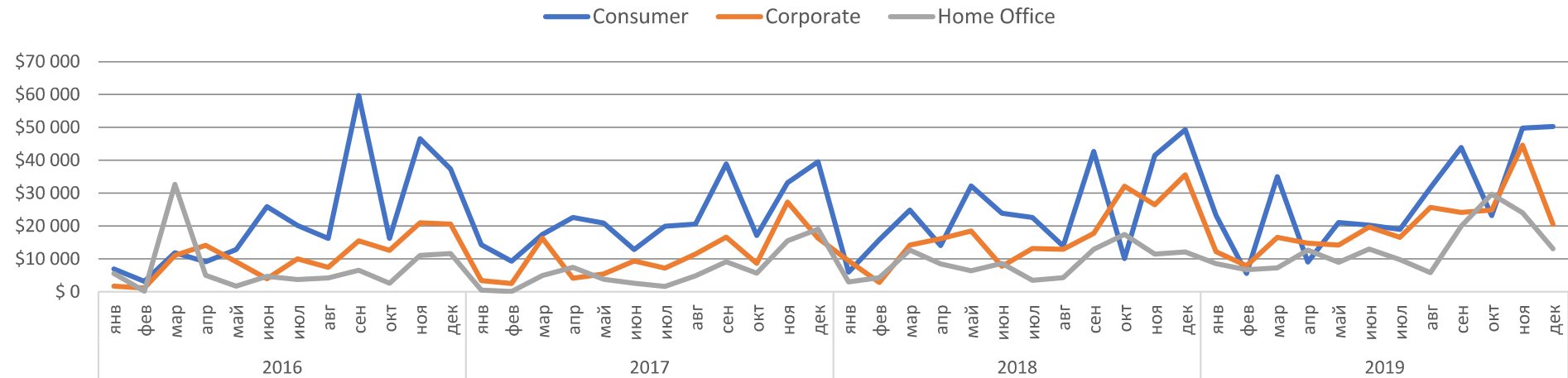
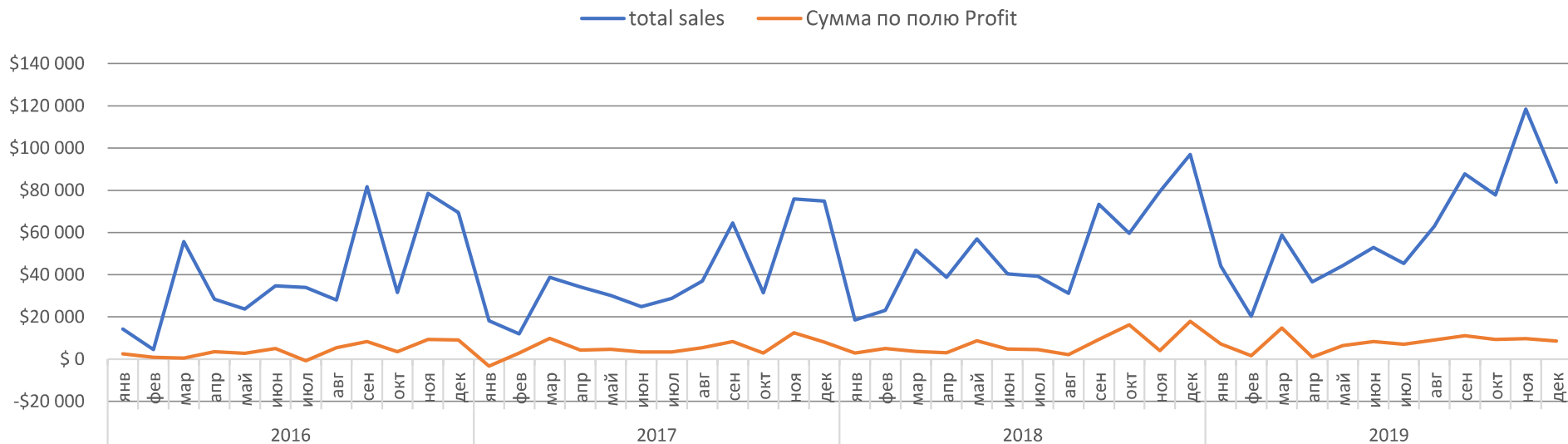


DASHBOARD example (sales 2016-2019)

Sales dynamics for segments

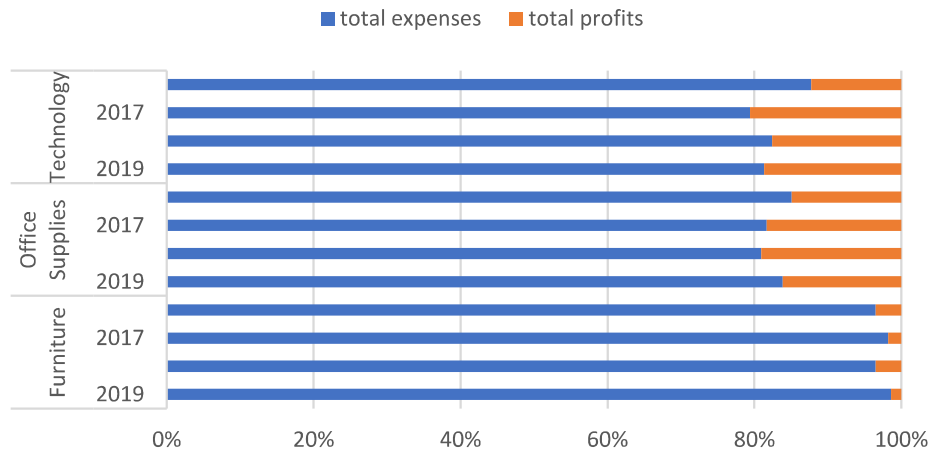


Total sales and profits dynamics



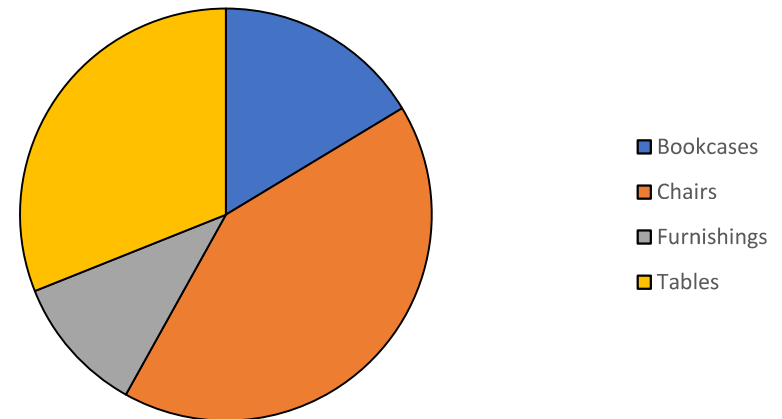
BI question № 1: Which is the most profitable category of the company?

Expenses and profits for categories

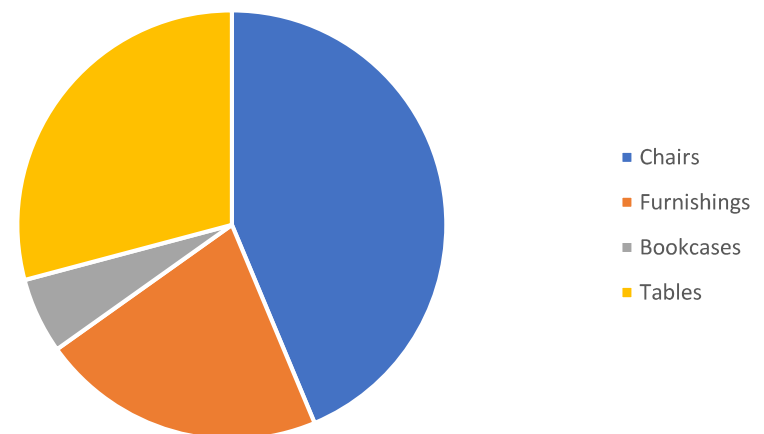


Sub-question : What sub-category makes most of the profit?

Total expenses for sub-categories



Total profits for sub-categories



Category

Furniture

Office Supplies

Technology

Order Date

2016—2019 r.

ГОДЫ ▼

2016

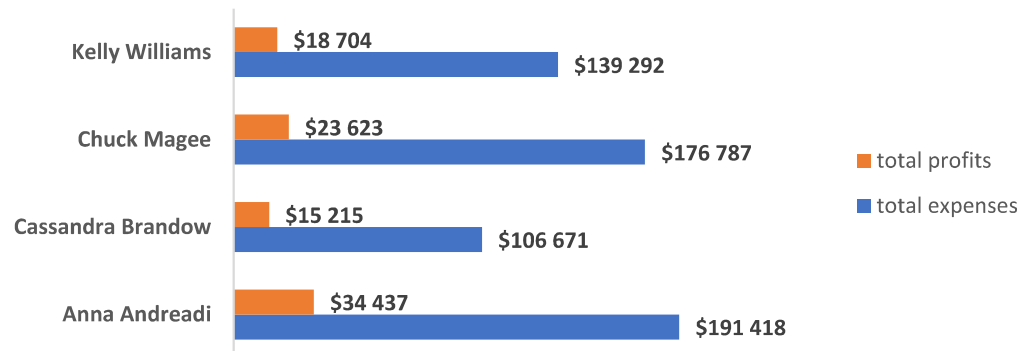
2017

2018

2019

BI question № 2: Who is the most productive region manager?

Total profits and expenses for product managers



Segment

Consumer
Corporate
Home Office

Годы

2016

2017

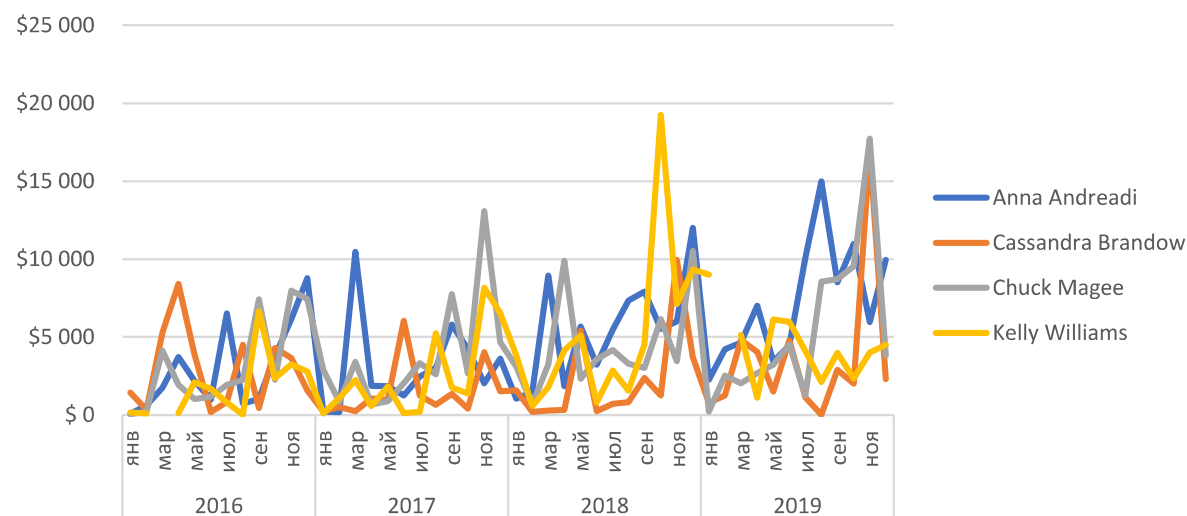
2018

2019

<03.01.2016

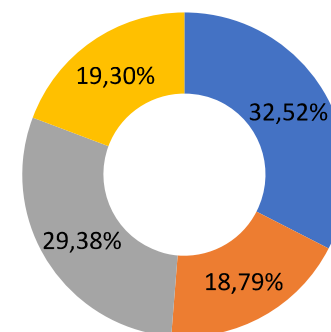
>31.12.2019

Sales dynamics for product managers



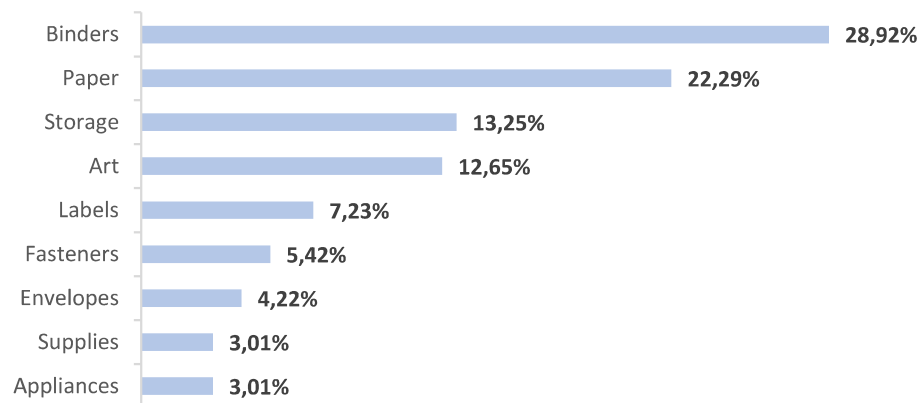
Total person's sales

Anna Andreadi
Chuck Magee
Cassandra Brandow
Kelly Williams



BI question № 3: Which products is returned more often?

Returns for categories



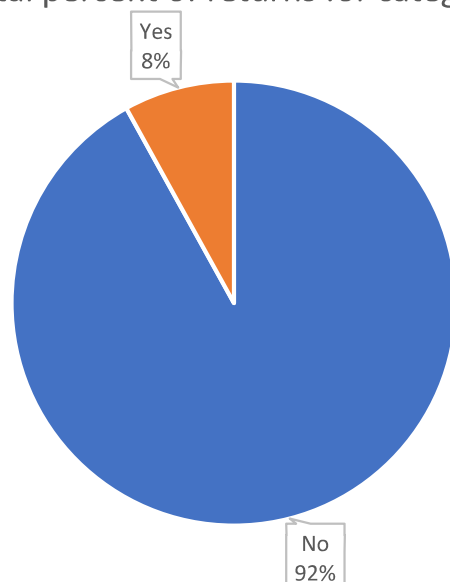
Category

Furniture
Office Supplies
Technology

Region

Central
East
South
West

Total percent of returns for category



Годы

2016
2017
2018
2019
<03.01.2016
>31.12.2019

Segment

Consumer
Corporate
Home Office