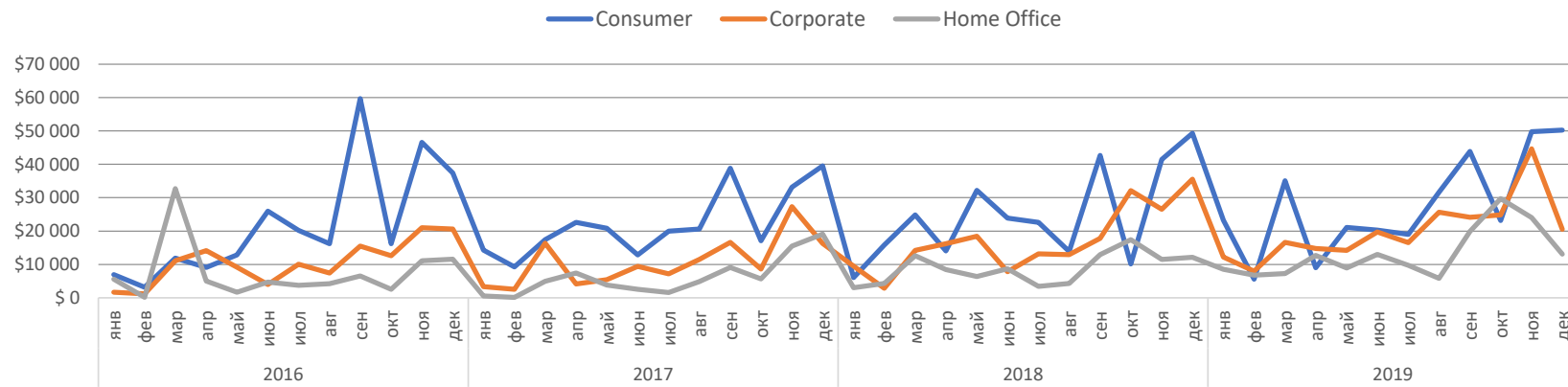
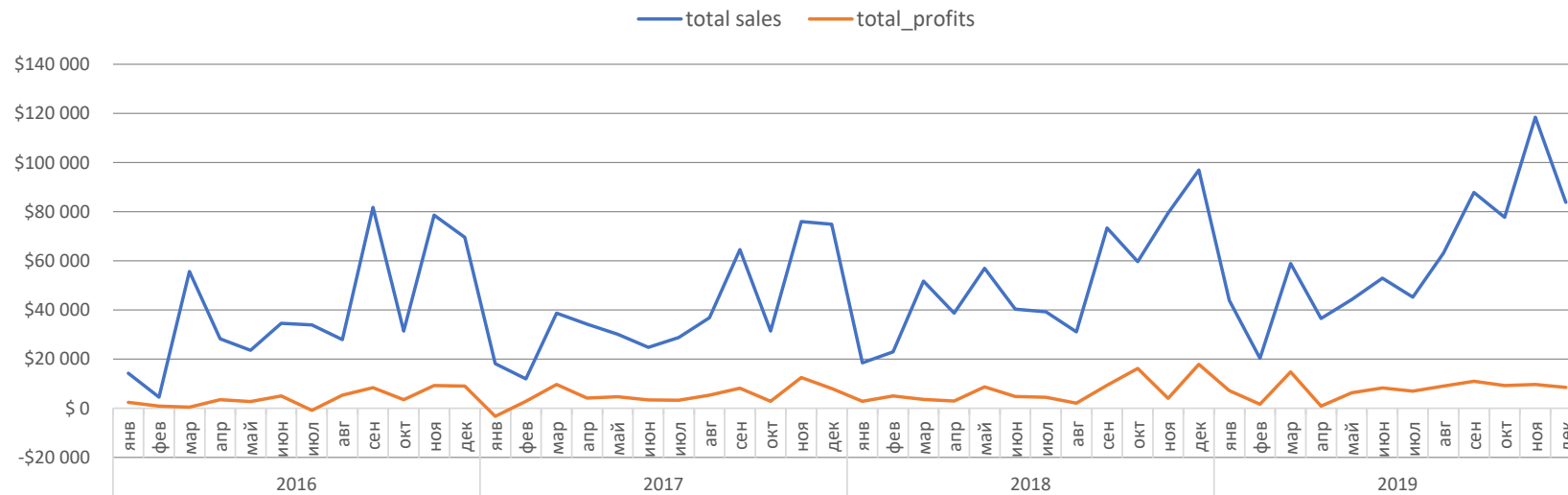


## DASHBOARD example (sales 2016-2019)

### Sales dynamics for segments

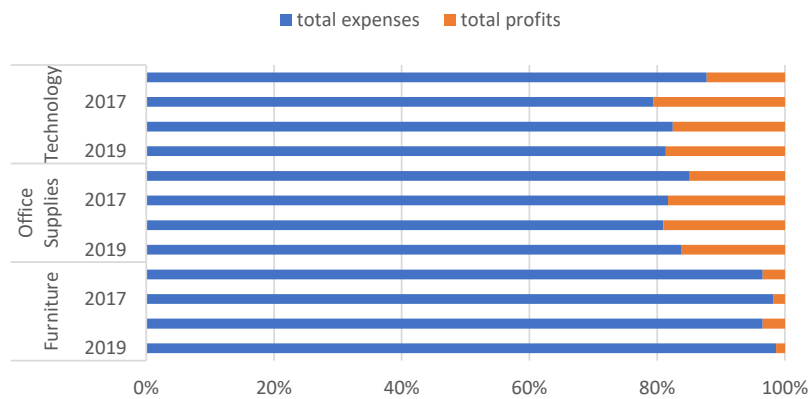


### Total sales and profits dynamics



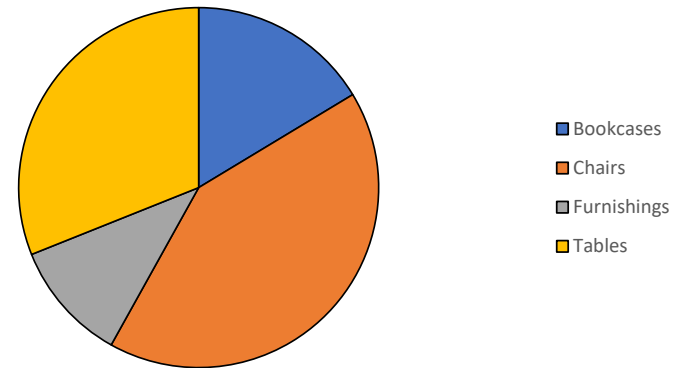
## BI question № 1: Which category of the company is the most profitable?

Expenses and profits for categories

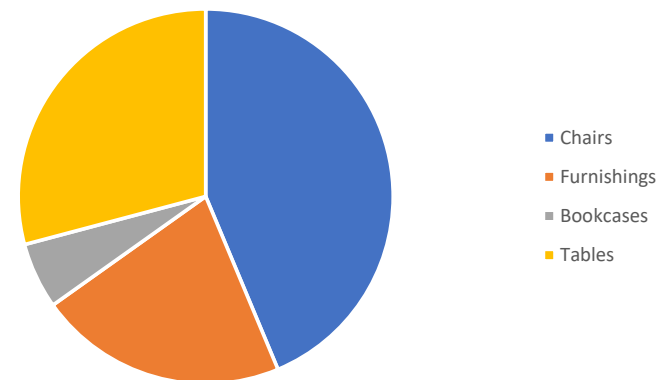


Sub-question : What sub-category makes most of the profit?

Total expenses for sub-categories



Total profits for sub-categories



### Category

Furniture

Office Supplies

Technology

### Order Date

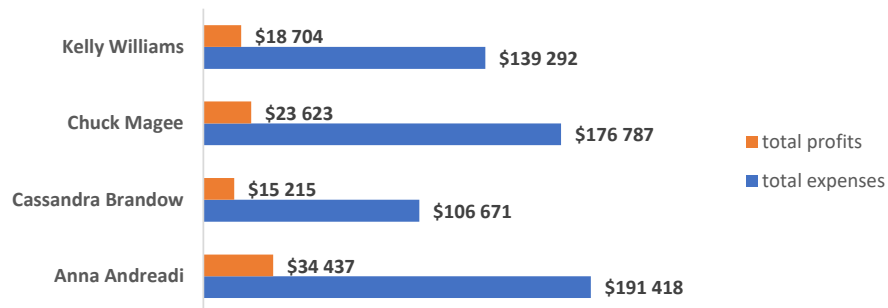
2016—2019 г.

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

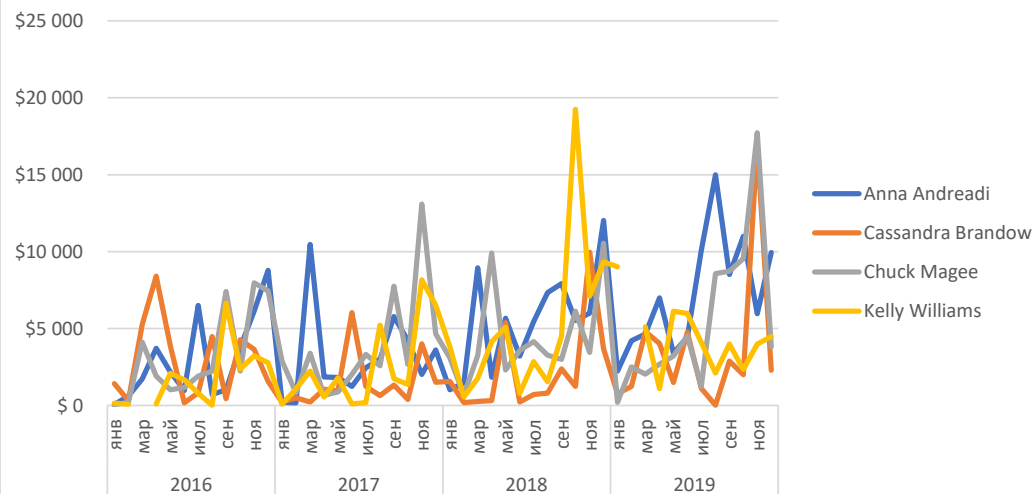
2018

2019

<03.01.2016

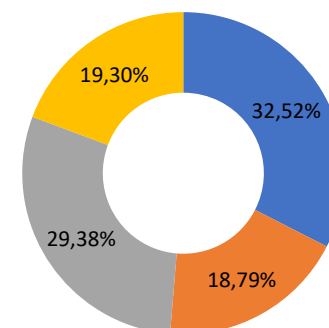
>31.12.2019

### Sales dynamics for product managers



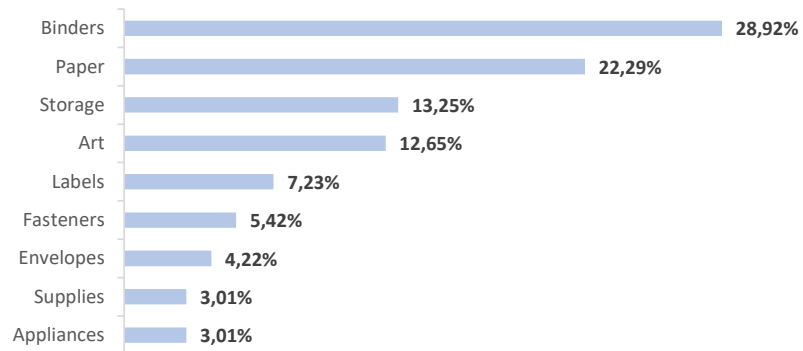
### Total person's sales

■ Anna Andreadi ■ Cassandra Brandow  
■ Chuck Magee ■ Kelly Williams



**BI question № 3: Which products are returned more often?**

Returns for categories



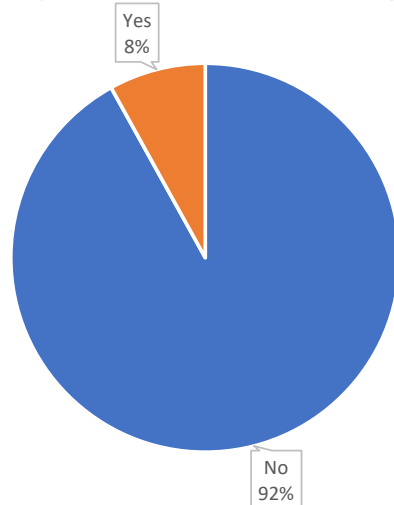
Category

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