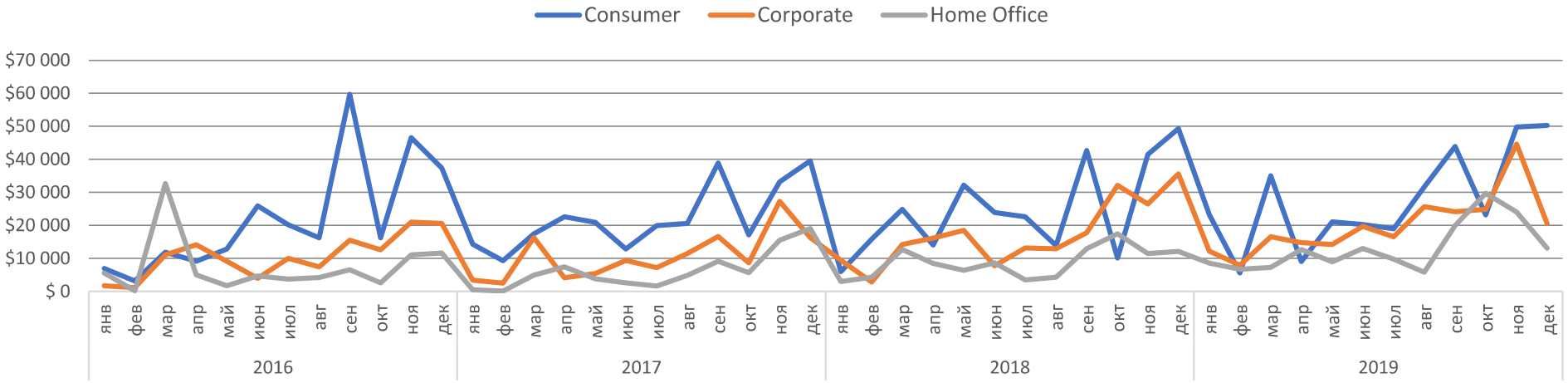
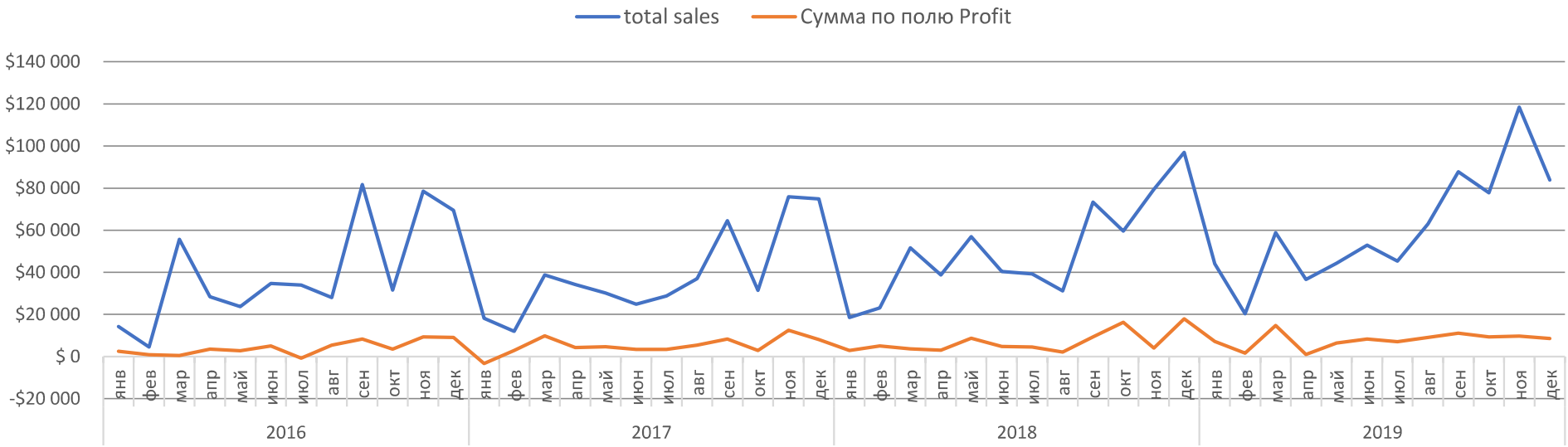
DASHBOARD example (sales 2016-2019)

Sales dynamics for segments

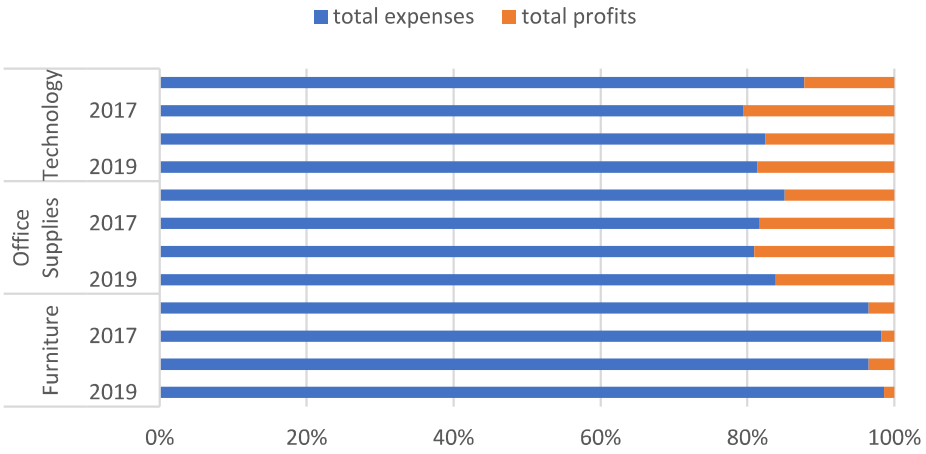


Total sales and profits dynamics



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

Expenses and profits for categories



Category

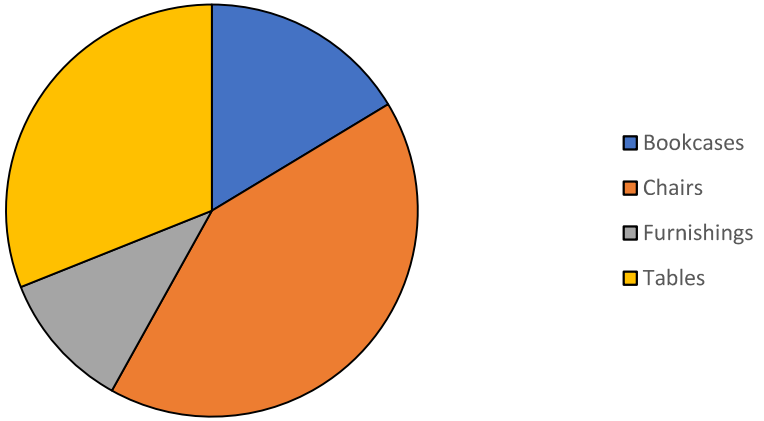
- Furniture
- Office Supplies
- Technology

Order Date

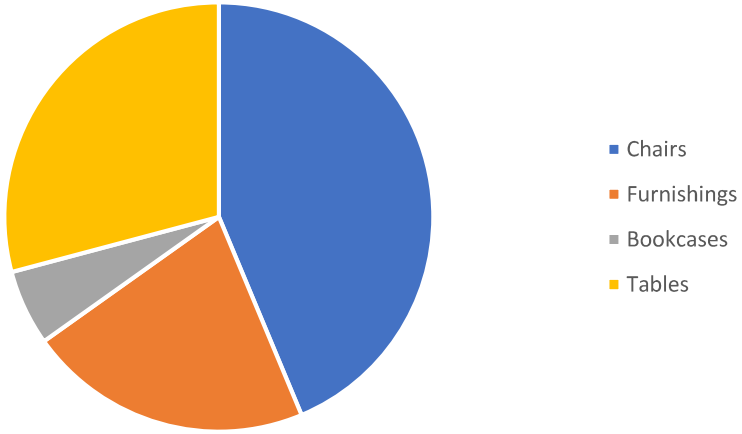
2016—2019 г. ГОДЫ

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

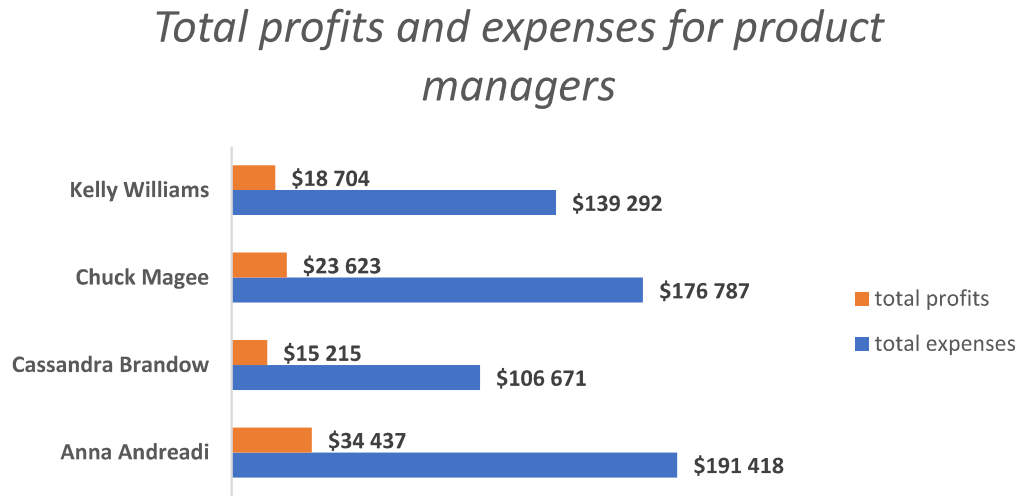
Total expenses for sub-categories

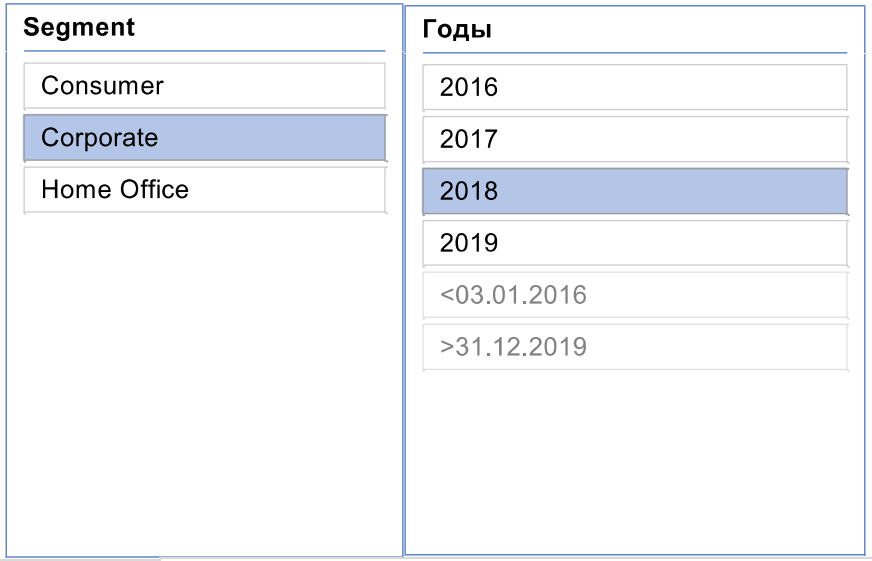


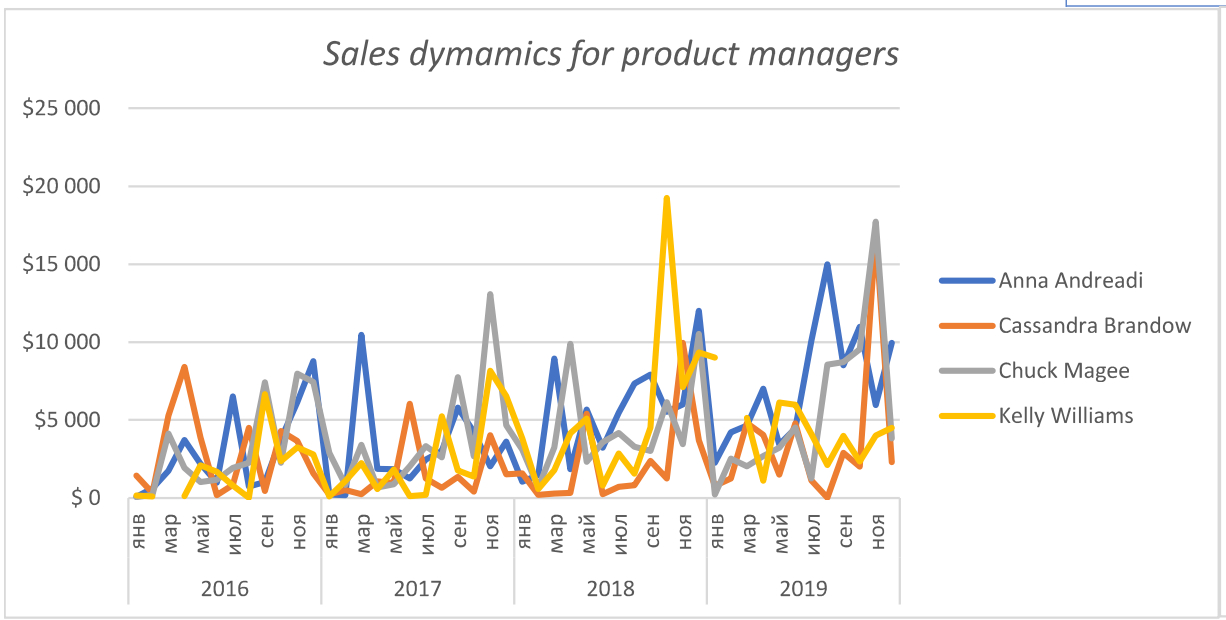
Total profits for sub-categories

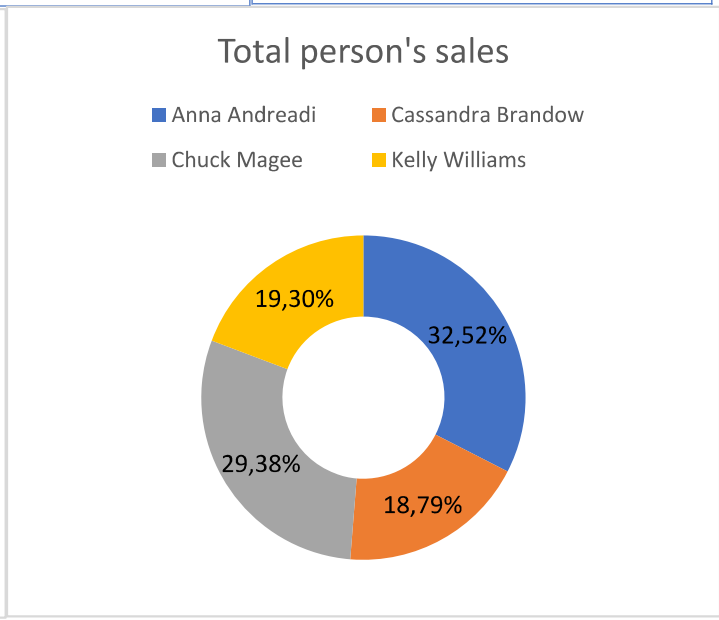


BI question № 2: Who is the most productive region manager?

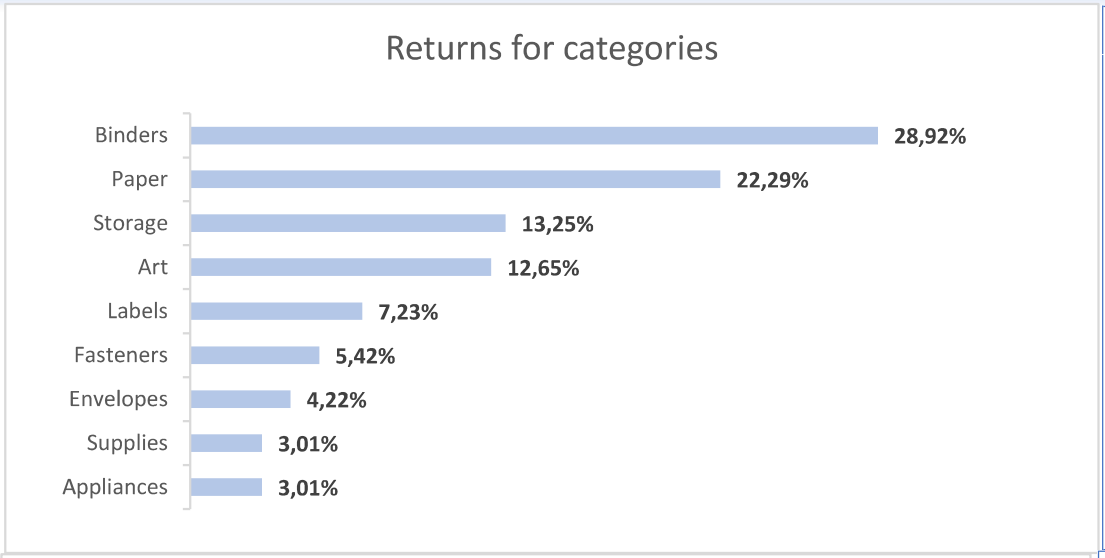


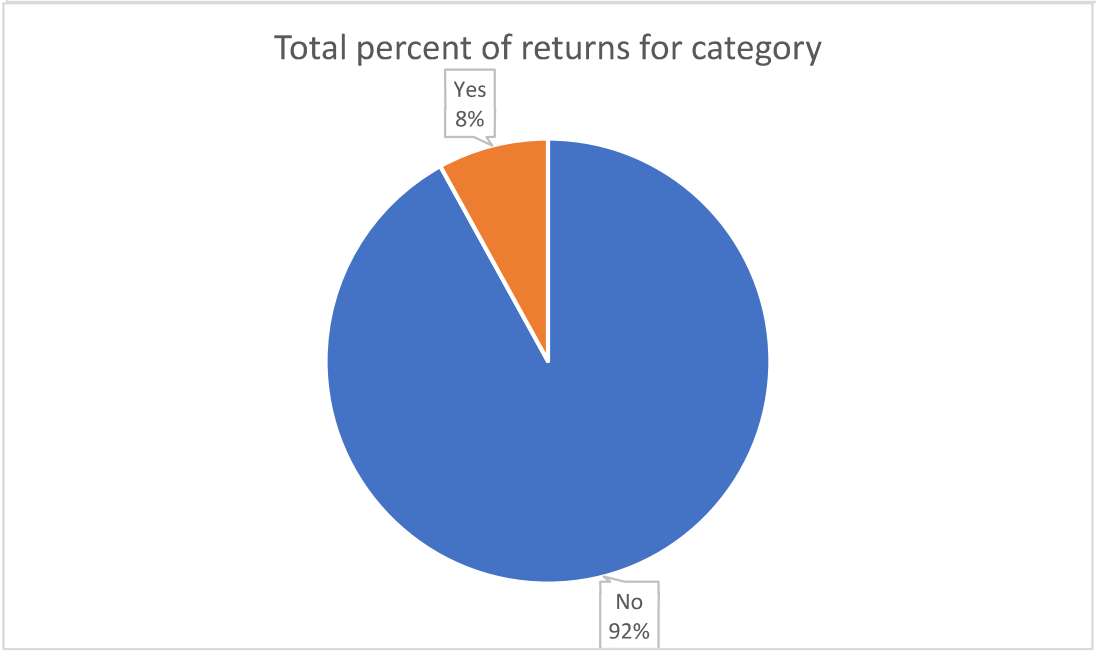






BI question № 3: Which products is returned more often?





Category

- Furniture
- Office Supplies
- Technology

Region

- Central
- East
- South
- West

Годы

- 2016
- 2017
- 2018
- 2019
- <03.01.2016
- >31.12.2019

Segment

- Consumer
- Corporate
- Home Office