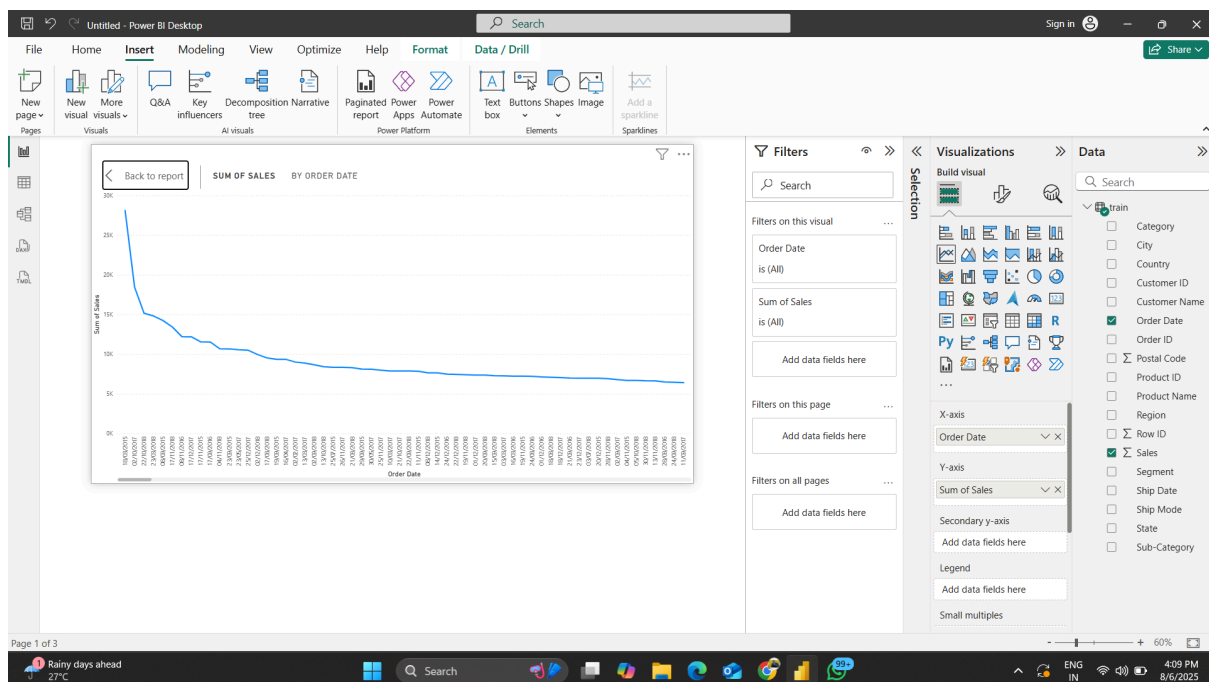**Task 2**: *Data Visualization and Storytelling*

Objective: **Create visualizations that convey a compelling story**.
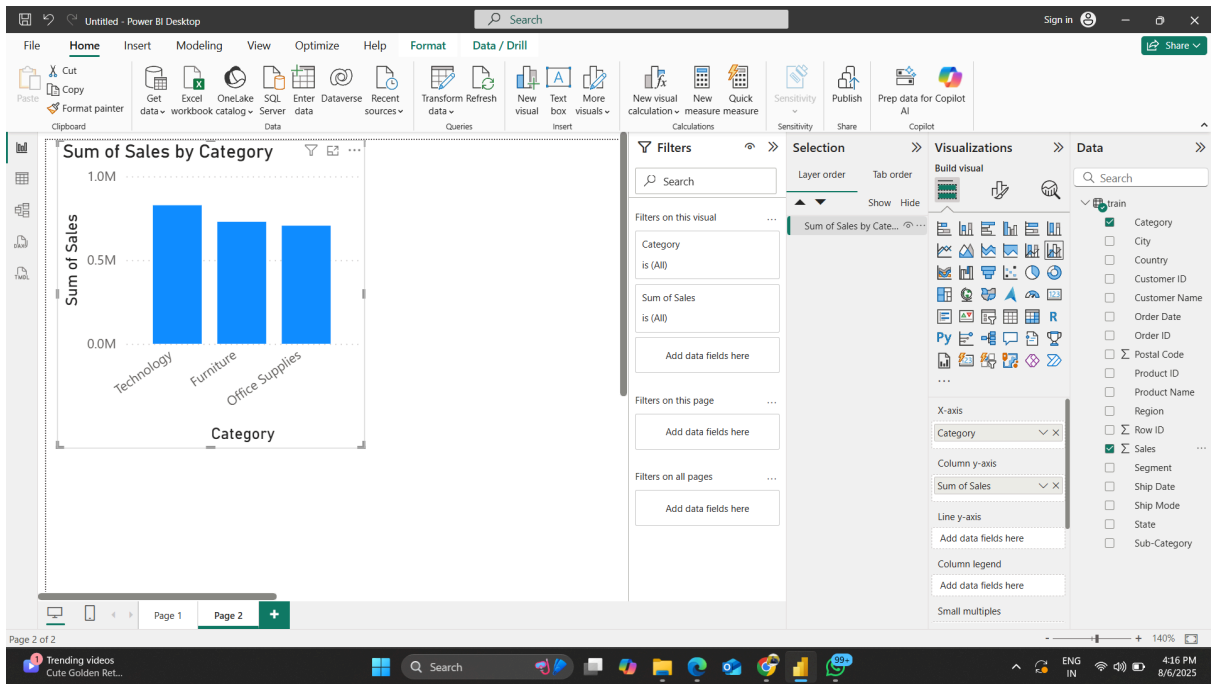
Tool: Power BI Dashboard Report
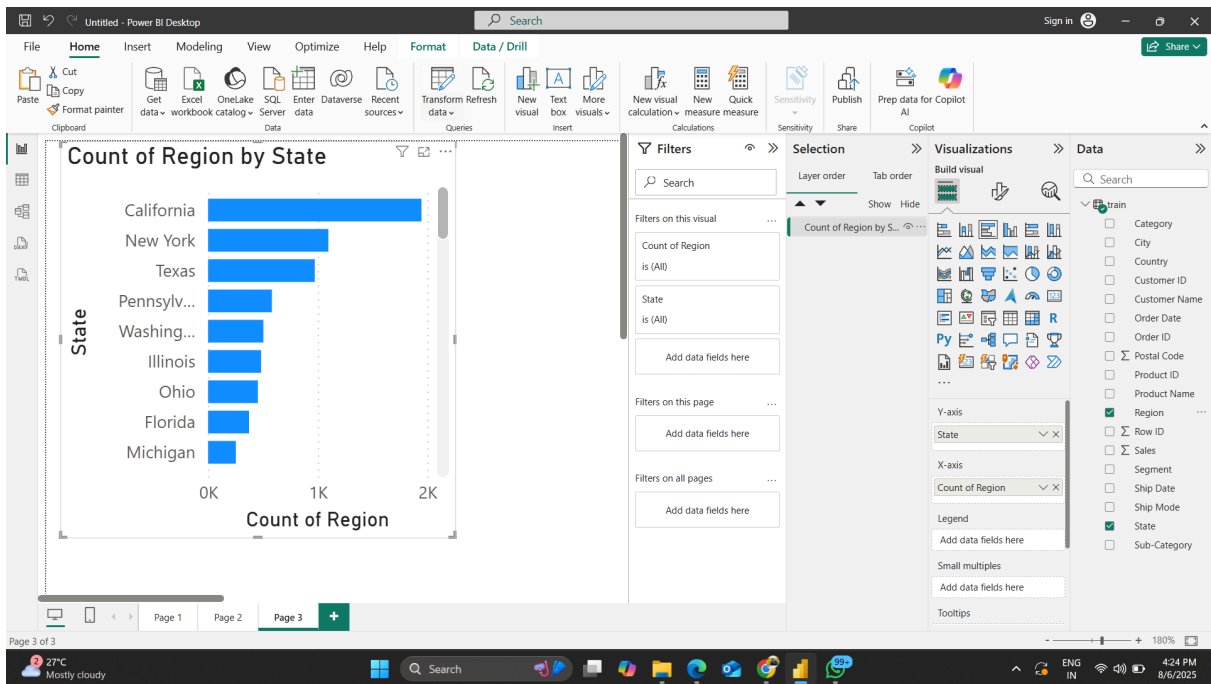
Name: Aniket Navnath Nawale

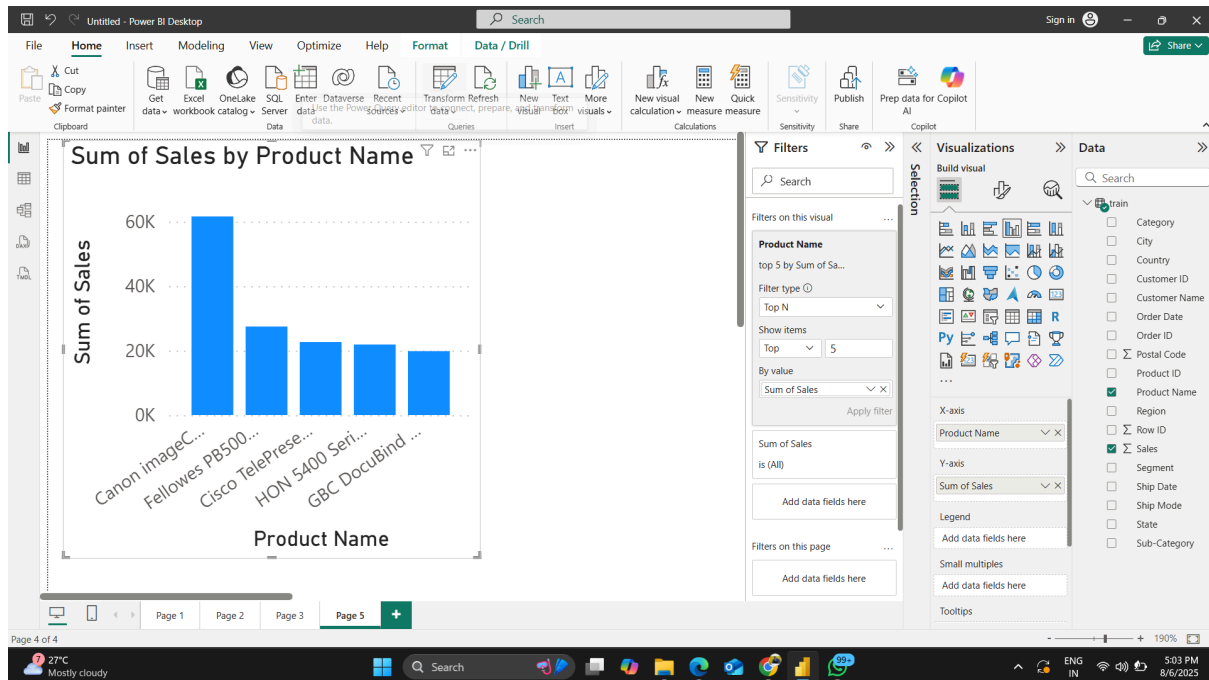## Sales Trend Over Time in Line Chart

Category-wise Sales & Profit

Region-wise Profit

Top 5 Products by Sales

Key Insights

1.Overall sales are gradually increasing year by year with seasonal peaks.

2.Technology is the most profitable category, while Furniture has low margins.

3.West region has high sales but negative profit.

4.Top 5 products contribute 40–50% revenue.

Recommendations:

1.Improve Furniture category profitability through discounts/cost optimization.

2.Promote top-performing products for higher revenue.

3.Analyze West region to improve margins.

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THANK YOU !