

Business problem:

Insights from the Dashboard:

1. Cost Price by City (Bar Chart - Top Left)

- USA has the highest cost per unit.
- UK has the lowest among the listed countries.
- India, Canada, and New Zealand are in a similar mid-range.

Insight: Cost control in the USA could help improve profit margins. Possibly due to logistics or supplier costs.

2. Sales Amount by Salesperson (Bar Chart - Top Center)

- Significant variation in performance.
- Salespersons like Gina, Curtis, and Brent show higher sales.

Insight: Identify what top performers are doing differently (sales approach, region, product focus) and replicate.

3. Unit Sales by Product (Bar Chart - Bottom Left)

- “50% Dark Bites” and “Orange Choco” have the highest unit sales.
- “Raspberry Choco” and “Drinking Coco” are underperforming.

Insight: Promote high-performing products in underperforming regions. Consider marketing or bundling low performers.

4. Sales by City (Pie Chart - Bottom Right)

- Sales are relatively balanced but India and Canada show higher contributions.

Insight: Focus marketing efforts on regions like UK and New Zealand to balance performance.