

# Business Problems



## 1. Revenue Performance Across Years

- The revenue increased from ₹1,65,837 in 2022 to ₹1,80,886 in 2023. However, the growth might not be sufficient.
- **Business Problem:** What factors contributed to this revenue increase, and how can the company sustain or accelerate growth?

## 2. Country-Specific Market Expansion

- The dashboard allows filtering by country (Canada, France, Germany, Mexico, USA).
- **Business Problem:** Why do some countries generate more revenue than others, and how can the company improve sales in underperforming regions?

## 3. Country-wise Sales Insights

- The selected country is **Mexico**. If sales are lower compared to other countries, the company might need a new strategy.
- **Business Problem:** How can the company optimize its market presence in Mexico and improve sales?

## 4. Cost Price and Discount Band Impact

- A significant portion of costs is associated with different discount bands (high, medium, low, none).
- **Business Problem:** Are discounts driving enough sales to justify the cost, or should the pricing strategy be optimized?

## 5. Product Performance Analysis

- **Business Problem:** Are there other products that could perform similarly well, and should the company diversify its product focus?

## 6. Competitor Benchmarking

- **Business Problem:** How does the company's pricing, sales, and revenue compare to competitors, and what can be improved?