

Elevate Labs Data Analyst Internship

TASK 4

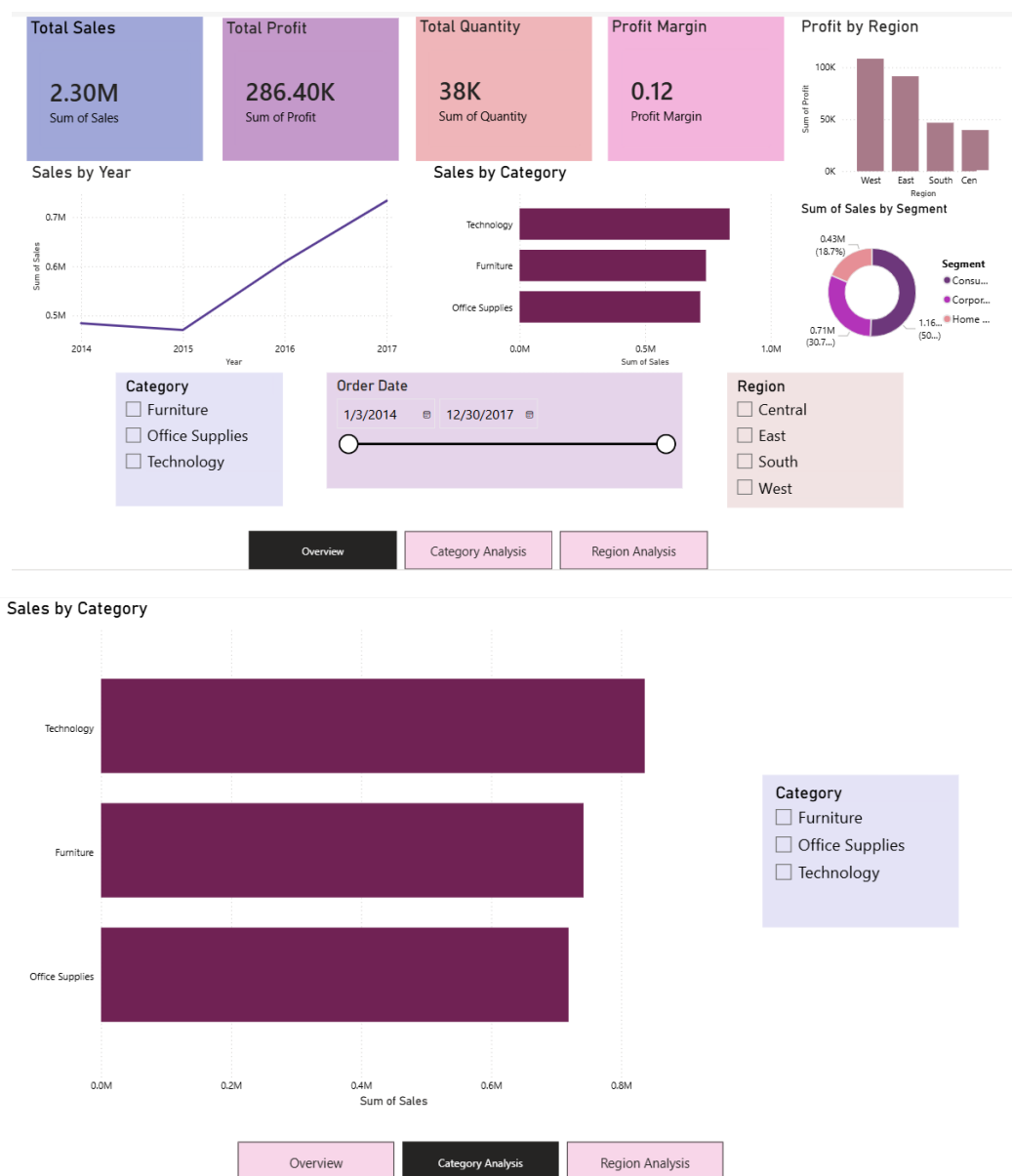
Ashritha Anandal

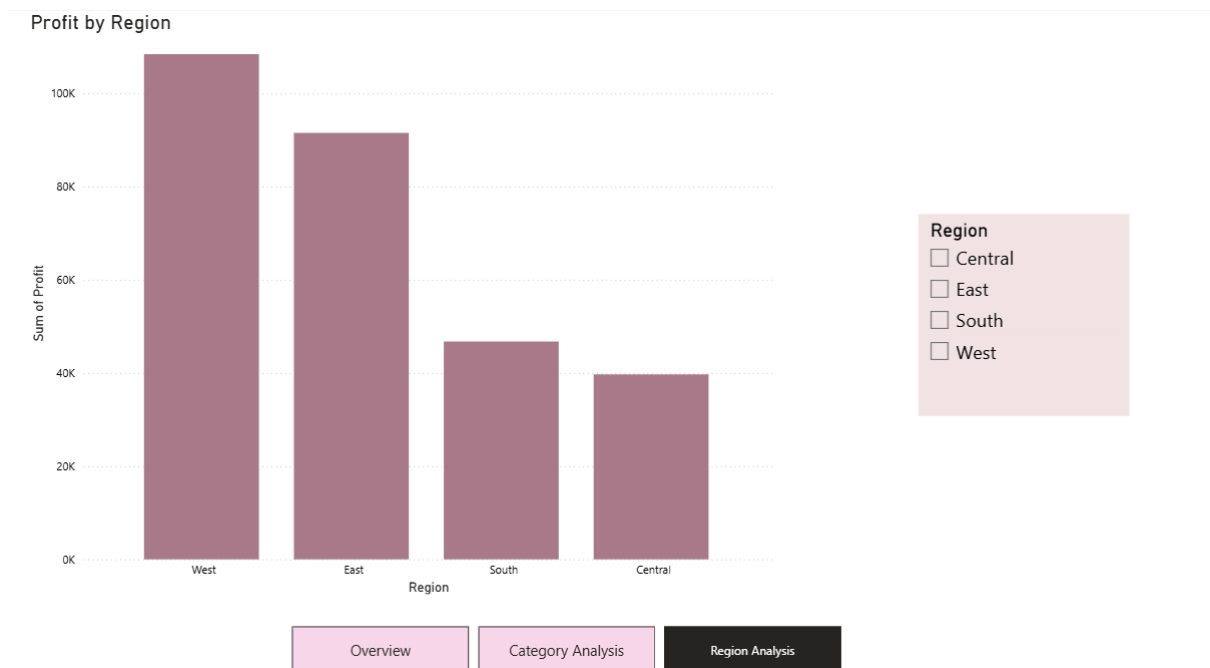
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Objective: Design an interactive dashboard for business stakeholders.

Tools: Power BI

Deliverables: Interactive Dashboard + PPT summary





Insights:

- West region generates the highest profit.
- Sales show a steady increase from 2015 to 2017.
- Technology category has the highest sales.
- Consumer segment contributes the largest share of sales.

Business Recommendations:

- Focus marketing on high-performing regions like West.
- Invest more in Technology products.
- Improve performance in low-profit regions.
- Target the Consumer segment for growth.