

## TASK 8

### SALES DASHBOARD DESIGN

#### OBJECTIVE:

Create a basic interactive dashboard that shows sales performance by product, region, and month.

#### KEY INSIGHTS:

1. We have found that the sales company earned the maximum profit by *“Standard Class”* shipping mode.
2. It is determined that the Sales company has the maximum profit earned by the sales of *“Technological Products”* i.e **50.79%** profit.
3. It is also determined that the *“West Region”* of USA induces the maximum profit to the company.
4. Top 5 Cities with the maximum sales are *“New York , Los Angeles , Seattle , San Francisco , Philadelphia”*.
5. The segment which leads to the maximum profit is by the *“Consumers”* i.e **46.8%** followed by *“Corporate”* i.e **32.12%** and *“Home Office”* i.e **21.05%**.

## DASHBOARD:

