

Sales Performance Dashboard

sum of technology sales

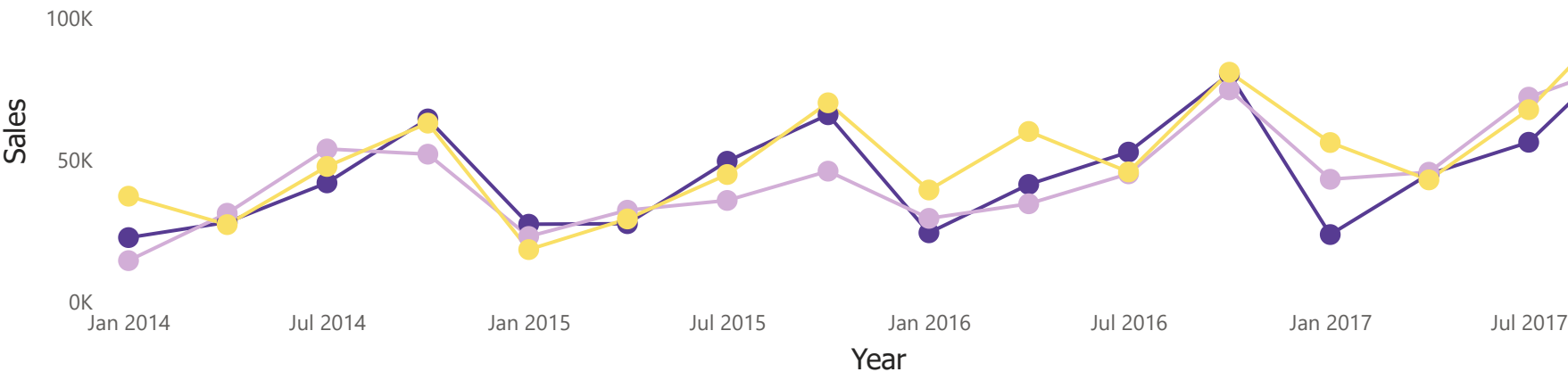


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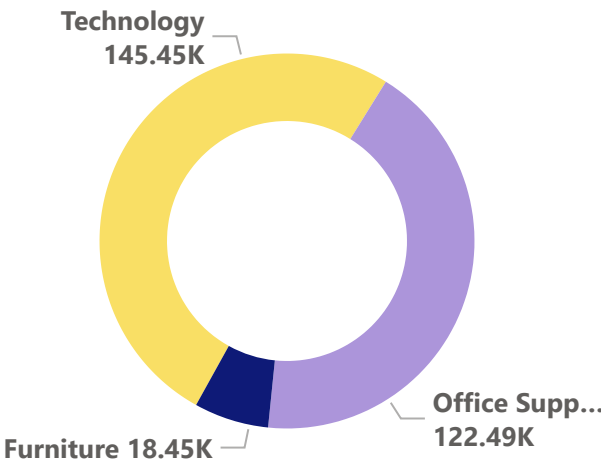
Sum of Sales

Yearly Sales by Product Category

Category Furniture Office Supplies Technology

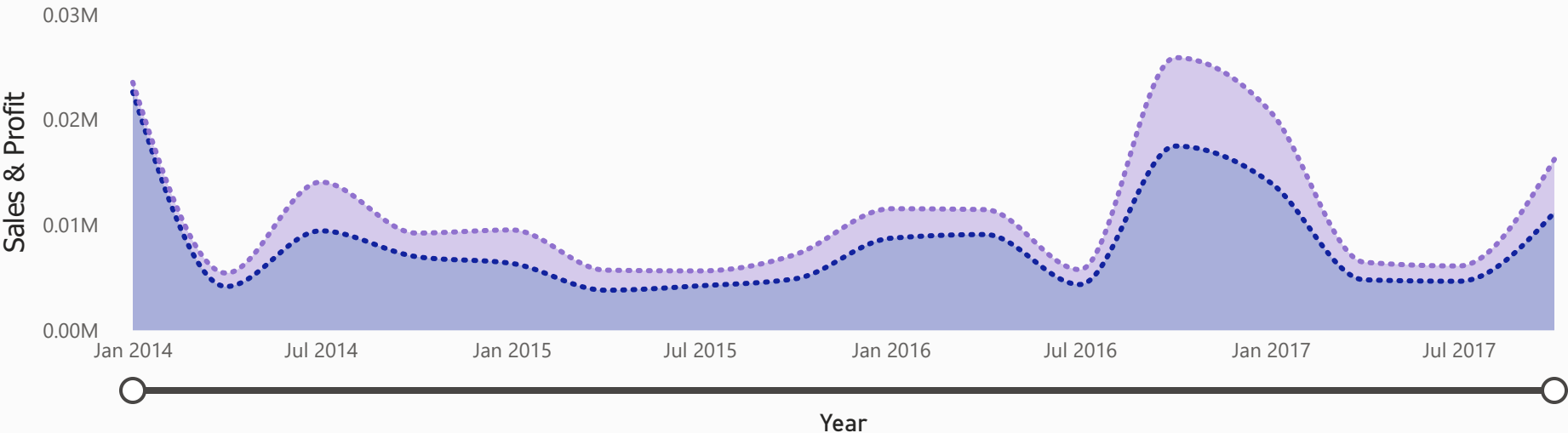


Profit by Product Category



Maximum Yearly Profit and Sales

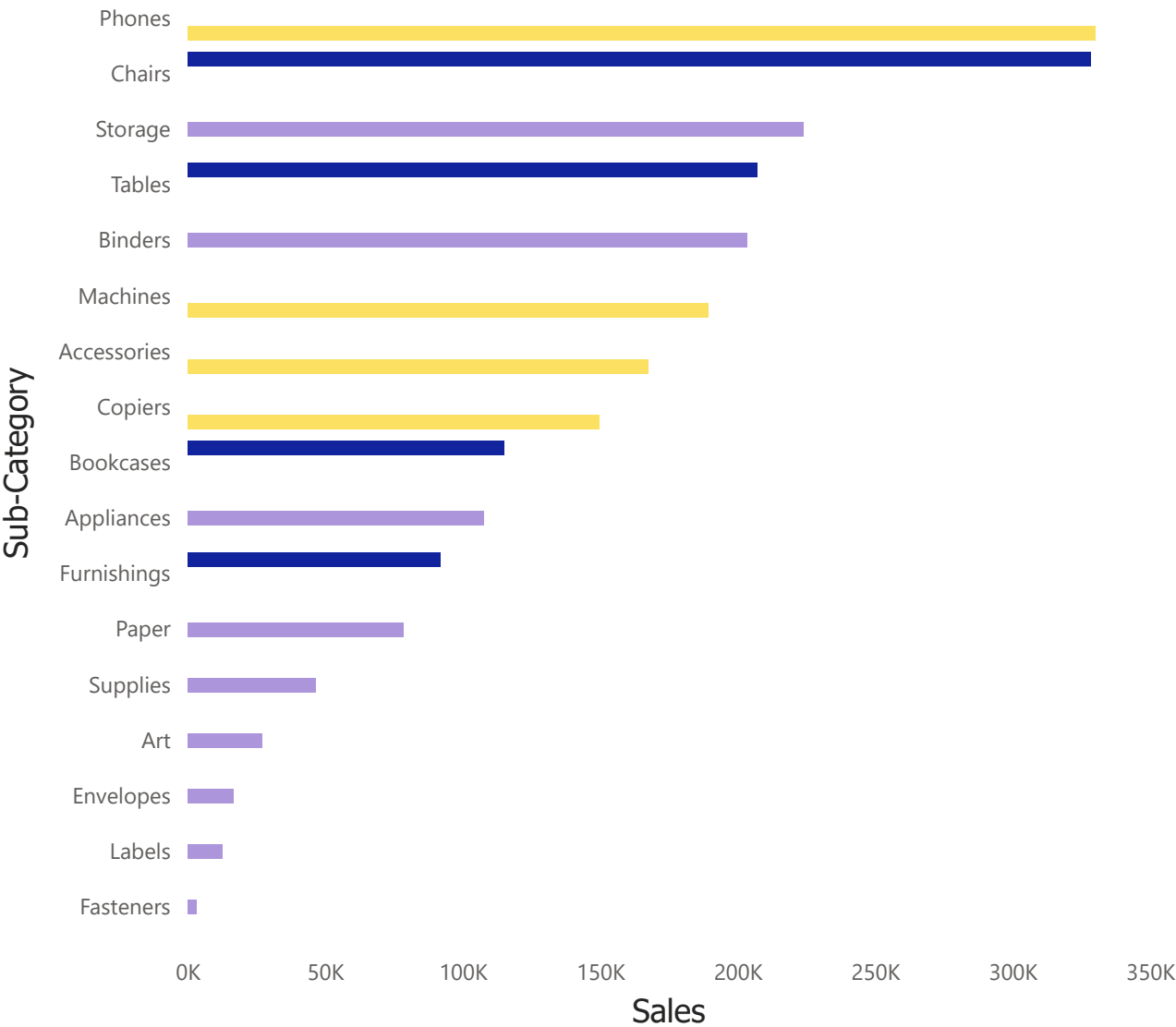
Max of Sales Max of Profit



Best Selling Products

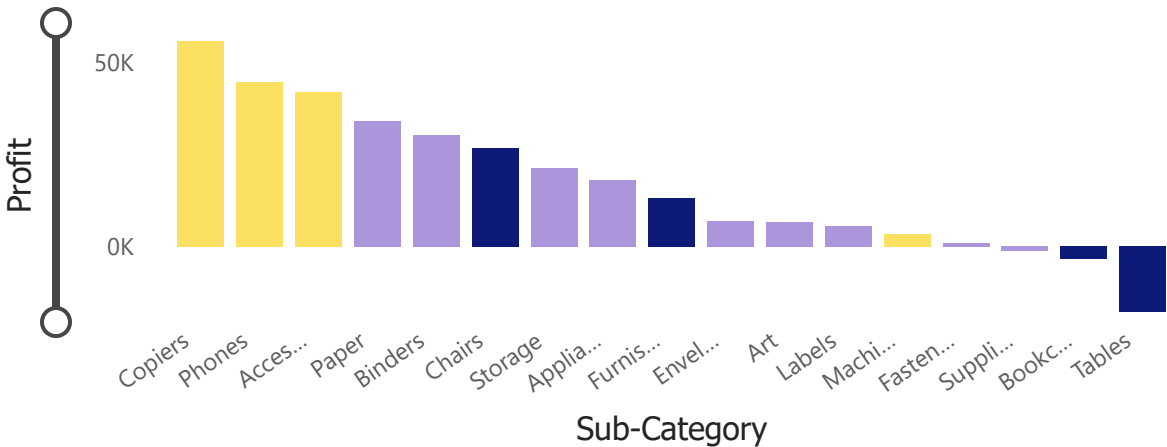
Product Sales by Sub-Category

Category Furniture Office Supplies Technology



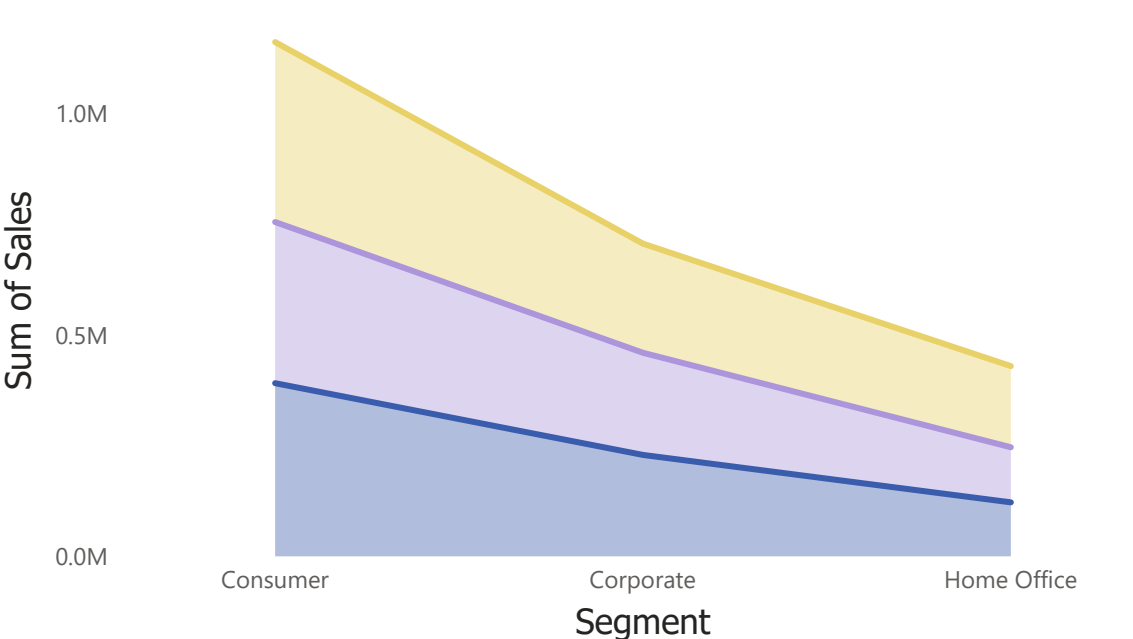
Sum of Profit by Sub-Category

Category Furniture Office Supplies Technology



Product Sales by Customer Segment

Category Furniture Office Supplies Technology



Product Influence on Discounts

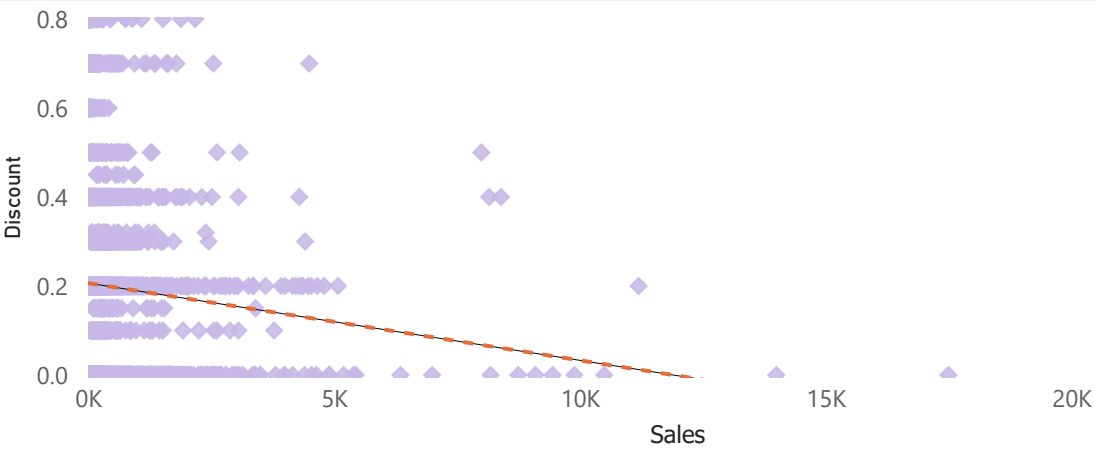
There is **no correlation** observed between Product **Sales and Discount**. Different products appear to have specific discounts.

The Average Discount rate is **0.16**.

Average of Discount **Increased** the most (by **0.26**) when Sub-Category was **Binders**. 2 other factors also caused Average of Discount to Increase, explore them in the key influencers visual.

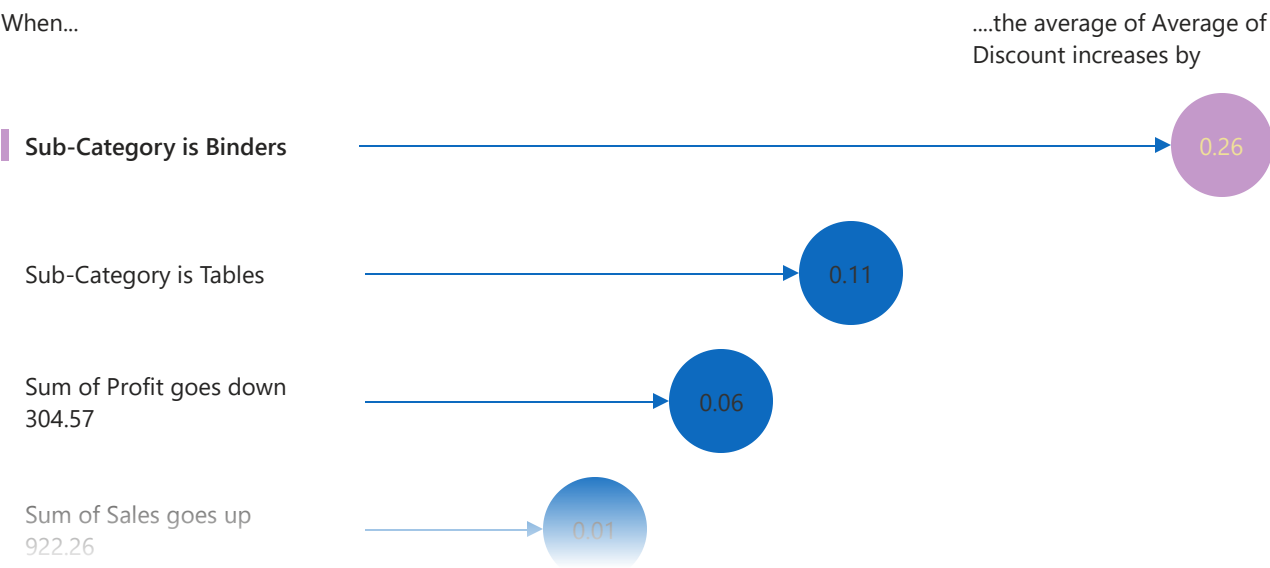
Average of Discount **Decreased** the most (by **0.09**) when Sub-Category was **Paper**. 8 other factors also caused Average of Discount to Decrease, explore them in the key influencers visual.

Correlation between Sales and Discount

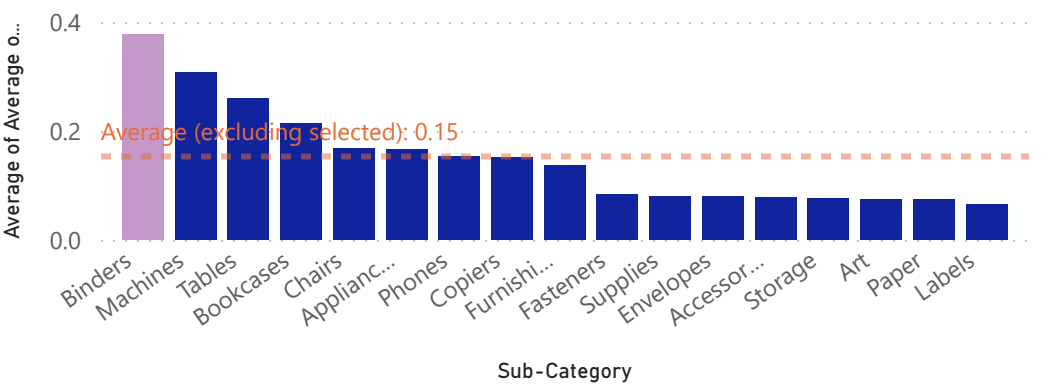


Key influencers Top segments

What influences Average of Discount to Increase ?



← Average of Discount is more likely to increase when Sub-Category is Binders than otherwise (on average).

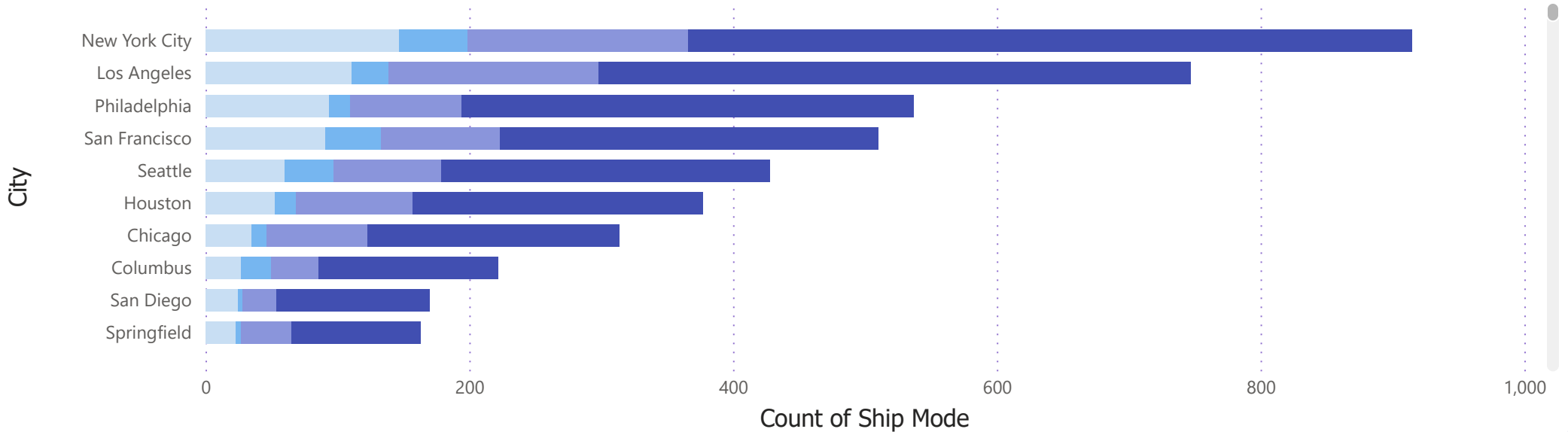


☐ Only show values that are influencers

Sales and Shipping Mode

Preferred Ship Mode by City

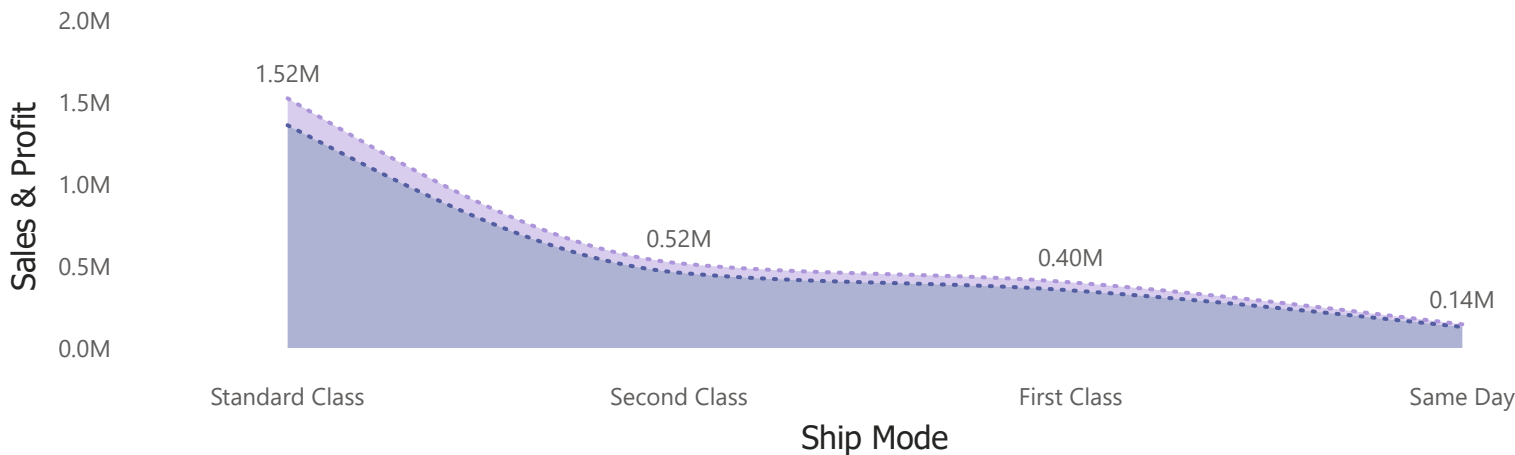
Ship Mode First Class Same Day Second Class Standard Class



- City
- Aberdeen
 - Abilene
 - Akron
 - Albuquerque
 - Alexandria
 - Allen
 - Allentown
 - Altoona
 - Amarillo
 - Anaheim
 - Andover
 - Ann Arbor
 - Antioch

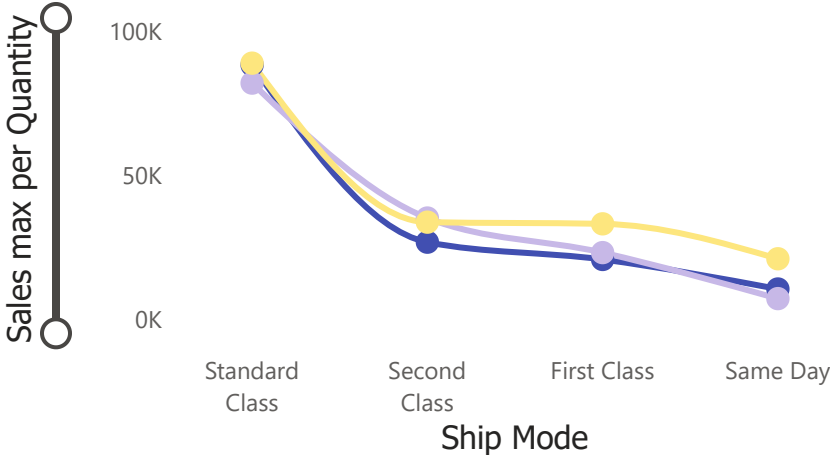
Sum of Sales and Profit by Preferred Ship Mode

Sum of Profit Sum of Sales



Product Category Sales by Ship Mode

Category Furniture Office Supplies Technology



Narrative and Insight

In this section, trends are explored and patterns revealed from visualizations on the previous pages, aiming to provide a comprehensive understanding of the sales performance.

Sales and Profit Trends

The Q&A box in page 1 allows users to explore desired **metrics** such as sum of **sales and profit**, etc. Visuals show quarterly sales trends over the period of 4 years. Observing the line chart, the seasonal nature of the business is evident as a progressive increase in sales is observed on **Q4** every year, followed by a dip in **Q1**, possibly driven by the holiday season. Despite this dip, the area chart shows that profit had a **positive relationship** with sales.

The most sales and profit is observed in the **technology** product category.

Best Selling Products

Analyzing the bar charts on Page 2, the **best selling** product sub-category is **Phones** followed closely by **Chairs**. The **Fasteners** sub-category had the **least sales** recorded. However, **Copiers** (8th best-selling product) made the most profit of any other sub-category. Sub-categories under furniture recorded some losses.

Consumers were the customer segment with **most recorded sales** in each product category, this may be because a large number of products align with home usage. This would also shed more light on sales peaks in Q4. Home Office customer segment sales were shown a downward trend.

Product Influence on Discounts

At discount rates below average, **sales and profit** recorded some **downward** trend. Products that recorded the **least sales** had **least discount**. Interestingly, **Binders** had the **most discount**, this is the 5th **best selling** product with the 2nd best **profit** margin in Office Supplies category. This means there is **no distinct correlation** between products, discounts, sales and profits as shown in correlation visuals.

Ship Mode Analysis

Page 4 provides insight into preferred ship mode by customers and relationship to sales and profit. Notably, customers that opted for **Standard Ship Mode** in the top performing cities contributed **positively** to overall **profitability** compared to other Ship Modes.