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Company: Elevate Labs (data analyst internship task-2)

Interactive Dashboard Based on The Financial Sales Data For Business Stackholders

1. Overview

Total Sales: 118.73M

Total Profit: 16.89M

Total Quantity Sold: 1.13M

Cost of Goods Sold (COGS): 101.83M

Total Products: 700

2. Sales & Profit by Product

Paseo is the highest revenue generator (38M sales, 3M profit).

VTT & Velo also perform well in both sales and profit.

Carretera and Montana have the lowest contribution.

3. Quantity Sold by Product

Paseo leads with 0.43M units sold.

VTT and Velo follow with strong unit sales.

Carretera has the lowest quantity sold.

4. Sales by Segment

Enterprise dominates with 44.22% (52.5M) of total sales.

Small Business contributes 35.74% (42.43M).

Government adds 16.52% (19.61M).

5. Sales by Country

Top contributors:

United States: 25.03M (21.08%)

Germany: 24.96M (20.96%)

France: 24.35M (20.51%)

Canada: 23.51M (19.85%)

Mexico is the lowest at 20.95M (17.65%).

6. Sales Trend (Month & Year)

October peak: 21.67M sales with 9M profit.

Strong Q4 performance.

Gradual decline from January to August.

7. Key Insights

Strong Enterprise and U.S./Germany performance.

Paseo drives the majority of sales and profit

Seasonal trend: Q4 is the strongest quarter.

Improvement needed for Carretera and Montana

Summary About Visualization

The dashboard highlights key KPIs with 118.73M sales, 16.89M profit, 1.13M units sold, and COGS of 101.83M across 700 products. In the Sales vs Profit by Product bar chart, Paseo stands out as the top performer while Carretera remains the weakest. The Quantity vs Profit bar chart also confirms Paseo as the volume leader. A Sales by Segment pie chart shows Enterprise leading with 44% of sales, followed by Small Business, while the Sales by Country donut chart highlights U.S. and Germany as the largest markets, with Mexico trailing. Finally, the Monthly Trend chart reveals a strong Q4 performance, peaking in October with 21.67M sales.