

REPORT

★ sales dashboard overview

- ▶ Objective:- The purpose of this project is to provide a comprehensive view of sales and performance. With this dashboard, we can easily track the growth of monthly orders and sales trends by segment and category.
- ▶ KPI'S (key point indicators):-
- ▶ The dashboard prominently displays essential metrics such as total sales, total profit, total units sold, total number of customers, and count of distinct Products. These KPI'S provide a snapshot of the company's sales performance.
- ▶ The dashboard displays four slicer, (city, product name , month, year).
- ▶ **Pie charts** :- The dashboard includes two interactive pie charts that offer insights into different aspects of sales.
- ▶ **Total sales by category wise** :- first one pie chart depicts the sales by category. There are three major category, Technology, furniture and office supplies.
- ▶ **Total sales by region** :- It visually represents sales data across different regions (east,west,central,south).

Donut charts :-

- ▶ The dashboard includes two doughnut charts that offer insights of sales.
- ▶ **Total sales by segment** :- first one doughnut chart represents sales by segment, which are (Consumer, Corporate, Home office).
- ▶ **Total sales by Ship Mode** :- second one doughnut chart represent sales by ship mode(standard class, second class ,first class, same day).
- ▶ **Column charts** :- The dashboard includes three column charts that shows insights of sales.The main sales trend column charts illustrates the overall sales trend over time, specifically by quarter.
- ▶ **Profit by month** :- first one column chart represents monthly profit.
- ▶ **Total sales by month** :- second column chart represents total sales by monthly wise.
- ▶ **Total sales by quarter** :- the third column chart represent total sales by quarter. It highlights the upward trend, indicating consistent growth in sales.
- ▶ This information helps identify trends,preferences, and opportunities for targeted strategies