📊 Summary Storyboard

◆ **Objective**

To provide a comprehensive overview of online sales orders using key KPIs, regional profit insights, employee-wise performance, and customer-wise analysis — helping stakeholders track revenue growth and operational success.

◆ **Top KPIs (Header Section)**

KPI Value Insight

Revenue $56.81M Total revenue generated across all years

Profit $23.44M Net profit after cost deductions

Quantity Sold 2M units Total quantity of items sold

Transactions 69K orders Total sales transactions recorded

Total Customers 401 Unique customers over the period

◆ **Visual Analysis**

📈 Revenue by Fiscal Year

- Shows upward trend from **$16.3M (2013)** to **$21.1M (2015)**
- Indicates steady business growth year-over-year.

👱 Revenue by Employee (Tree Map)

- Highlights top performers:
- Jack Potter ($5.82M)
- Archer Lamble ($5.74M)
- Sophia Hinton ($5.80M)
- Quick comparison of individual contribution to revenue

🗺️ Profit by State/Province (Map Visual)

- Concentrated profit generation in **North America**
- Strategic markets visible through geographic clustering

📋 Customer-wise Sales Table

- Detailed summary includes:
- Quantity sold
- Revenue

- Profit per customer
- Segmentation into **Dry** and **Chiller Items**
- Useful for identifying high-value customers (e.g. Wingtip Toys)

◆ **Interactive Filters**

Enables stakeholders to analyze performance across:

- **Fiscal Year**
- **Buying Group**
- **Product Color**