**🎥 LinkedIn Video Script (Voice + Flow)**

Hi everyone, I’m Farook Mohammad, and today I want to share a Power BI dashboard I built to analyze the performance of San Martin Stores. This project showcases how I turn raw data into actionable insights for business decision-making.

Let’s start with the **Executive Overview**.  
The company generated **$39.2 million in total revenue** with **$11.13 million in profit**, resulting in a solid **39.65% profit margin**. This immediately gives management a high-level understanding of financial health.

When I analyzed **Revenue vs. Profit by Store**, I found that *Tienda Pueyo de Aragu*, *Tienda Gobernador*, and *Tienda Anievas* were the top-performing outlets — generating the highest revenues, with profits ranging from **$93K to $175K**. This helps identify which locations are the most efficient and which might need strategic improvement.

Next, I broke down performance by **Product Category**. Categories like *Carretera* and *Montaña* led the revenue charts with over **$8 million** and **$6.9 million**, respectively. However, *Paseo* and *Plegables* delivered stronger profit ratios — showing where the company earns more margin per dollar sold.

Moving on to the **Geographic Overview**, I noticed that *Castilla y León* and *Aragón* regions dominate sales with **$10.5M** and **$5.9M** in revenue respectively, while smaller regions like *Balears* and *Asturias* contribute less than **$1M**. These insights are crucial for optimizing regional marketing and logistics.

I also explored **Revenue Trends by Day of Week**. Interestingly, **Wednesday** and **Thursday** are the peak sales days, reaching up to **$9.7M** in revenue, while **Tuesday** and **Sunday** show lower performance — valuable for staffing and promotional planning.

Finally, the **Leadership Overview** highlights top sales agents.

* *Juanito Pacheco Quintero* led with **$7.8M** in revenue and **$2.2M** profit.
* *Teobaldo Peña Tejero* achieved the highest **profit margin (40.54%)**, showing strong efficiency in sales execution.

Overall, this dashboard not only visualizes performance but also tells a story — where the company earns, where it can grow, and how leadership drives profitability.

This project reflects my ability to connect analytics with business strategy, build interactive dashboards, and communicate insights clearly.

If you’re an HR professional or hiring manager looking for a data analyst who can turn numbers into strategy — I’d love to connect and discuss how I can bring this approach to your team.

**💡 Key Insights to Highlight in Your Post**

* **Strong overall profit margin (39.65%)** — indicates operational efficiency.
* **Top 3 stores** contribute significantly to total revenue — showing potential for benchmarking.
* **Product category mix** — “Carretera” and “Montaña” dominate volume, but “Plegables” shows better margin balance.
* **Regional disparity** — “Castilla y León” leads by a large margin; growth opportunities exist in underperforming areas.
* **Weekly sales pattern** — clear midweek peaks can inform staffing and campaign timing.
* **Sales leadership performance** — strong agent-level insights, especially profit % consistency around 39–41%.