

## USA Regional Sales Analysis – Executive Report

This Power BI dashboard presents a multi-layered analysis of U.S. sales performance across three strategic dimensions: **Executive Trends**, **Product & Channel Performance**, and **Geographic & Customer Insights**. Designed with a dark theme and purple accents, it combines interactive visuals with business-critical metrics to support executive decision-making and operational strategy.

### 1. Executive Overview & Trends

- Captured **\$1.00B in total revenue**, **\$462M in total profit**, and a **37.36% profit margin** across **64,000 orders**.
- Calculated **\$19.28K revenue per order**, enabling customer segmentation and pricing strategy.
- Tracked monthly revenue between **\$90M–\$100M** and profit between **\$35M–\$40M**, revealing seasonal peaks and momentum.
- Mapped order value distribution showing most orders below **\$0.5M**, with frequency peaking near **1,000 orders**.
- Analyzed unit price vs. margin, identifying high-efficiency price bands between **\$2K–\$5K** with margins up to **60%**.

### 2. Product & Channel Performance

- Ranked top 9 products by revenue, with Product 26 approaching **\$0.1B** in sales.
- Identified top 9 products by margin, with Product 9 reaching **~50% profitability**.
- Plotted revenue vs. profitability, clustering products between **\$5M–\$10M** revenue and **35%–40%** margin.
- Compared channel revenue and profit: Wholesale leads in volume, Export delivers highest margin per sale.
- Scored channel efficiency, confirming Export as most profitable route, followed by Distributor and Wholesale.

### 3. Geographic & Customer Insights

- Highlighted **Wyoming as top state by revenue (\$1.8M)** despite being among bottom 5 overall.
- Confirmed **Midwest as leading region**, contributing **\$372.1M (30.1%)** of total revenue.
- Visualized regional profit margins, all near **37%**, indicating pricing consistency across geographies.
- Flagged bottom 5 customers by revenue and margin for churn mitigation and upsell targeting.
- Mapped state-level profit distribution using a shaded U.S. map for regional performance tracking.