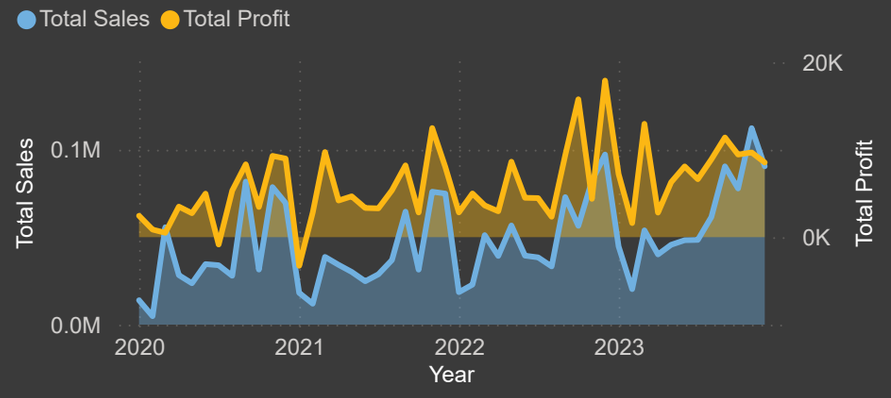
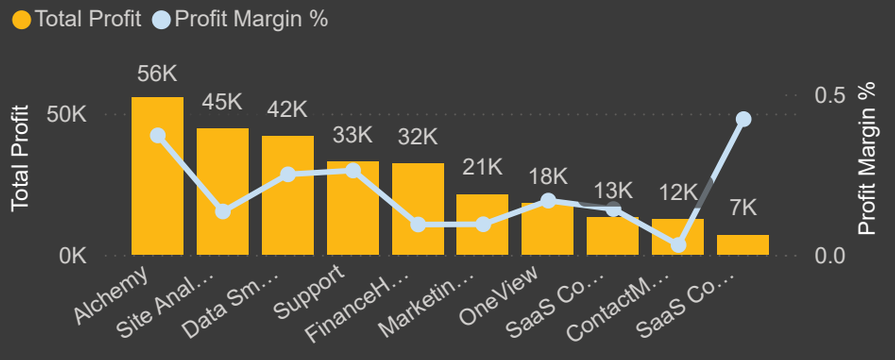
BUSINESS INTELLIGENCE DASHBOARD

2.30M	286.40K	0.16	0.12
Total Sales	Total Profit	Average Discount	Profit Margin %

Sales and Profit Trend



Profit by Products



Filters :

Order Date

1/4/2020 — 12/31/2023

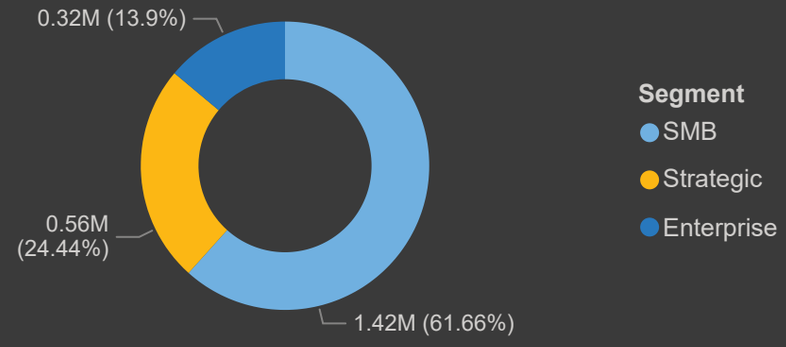
Country

All

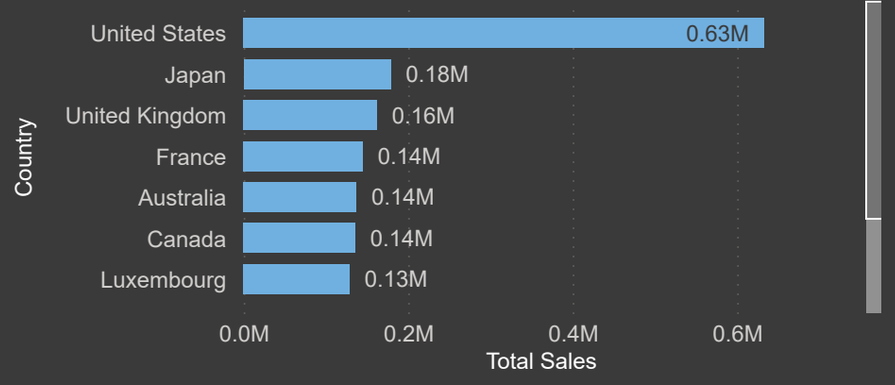
Discount

0.00 — 0.80

Sales by Segment



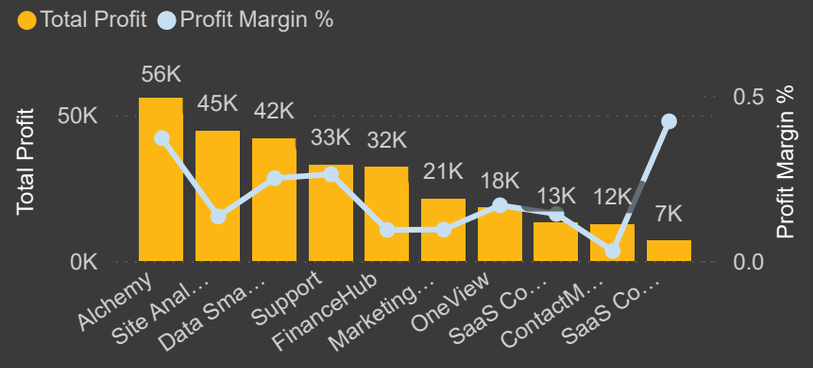
Sales by Country



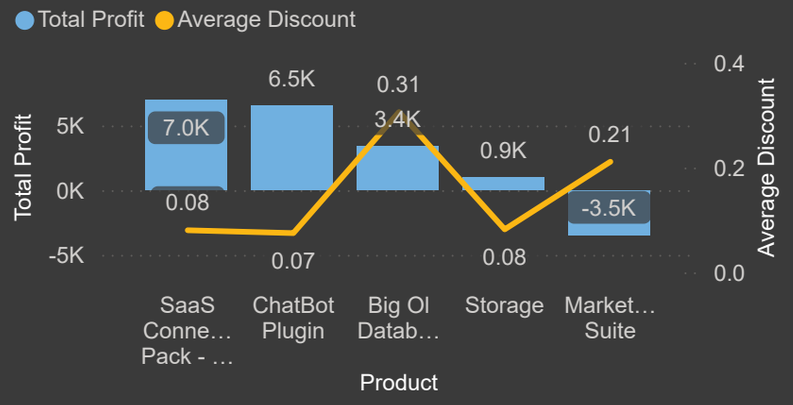
Product Performance Analysis

Total Products	Total Quantity Sold	Total Profit	Best Product
14	38K	286.40K	Alchemy

Top 10 Products by Profit



Worst Performing Products



Product

All

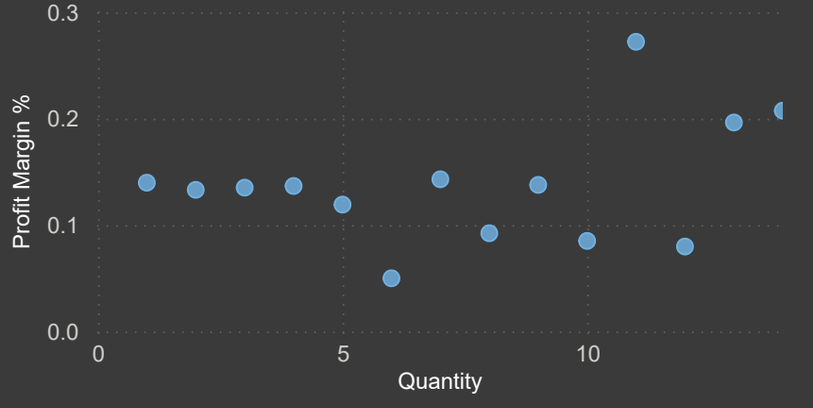
Quantity

1 14

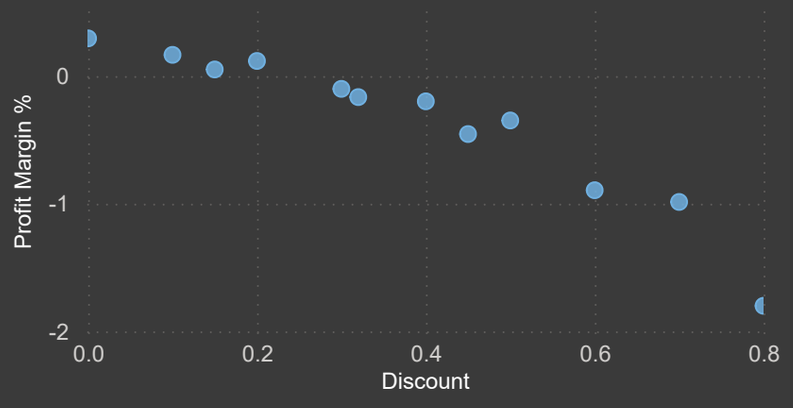
Discount

0.00 0.80

Profit Margin% by Quantity

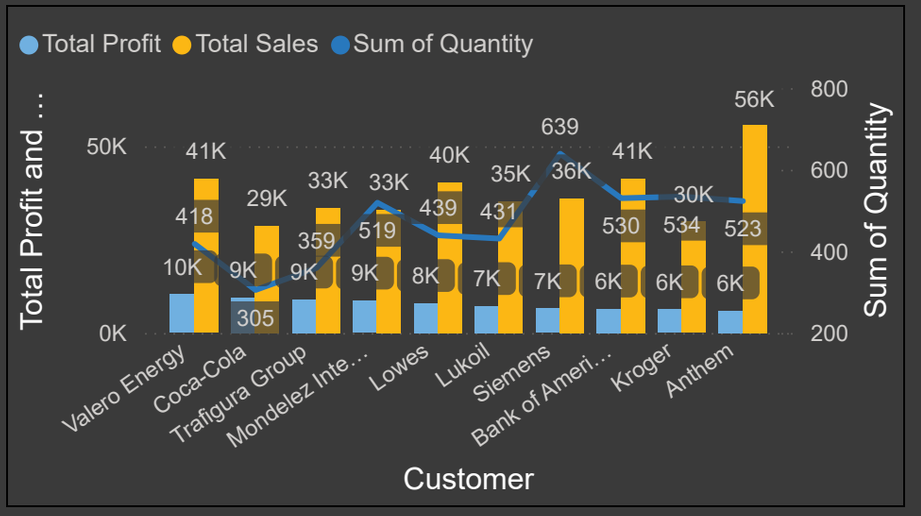


Impact of Discounts on Profit Margin



Customer & Regional Analysis

Total Customers	Best Customer	Total Profit	Profit Margin
99	Valero Energy	286.40K	0.12



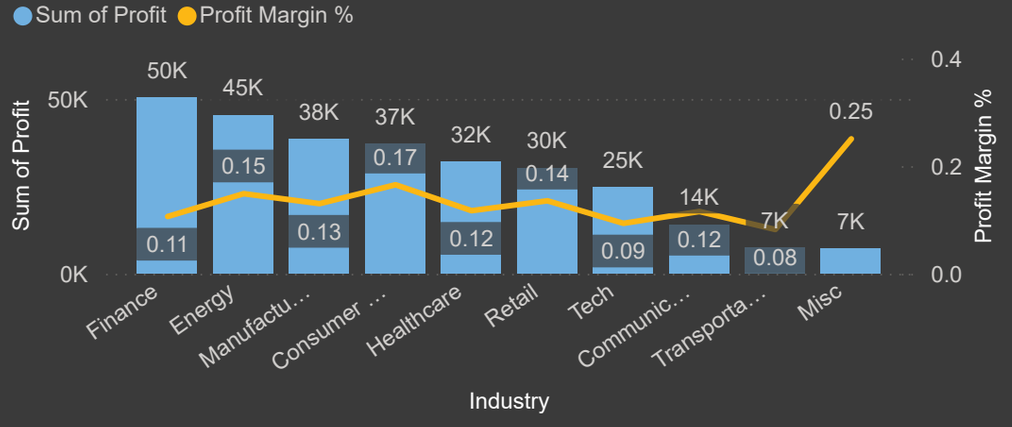
Country

All

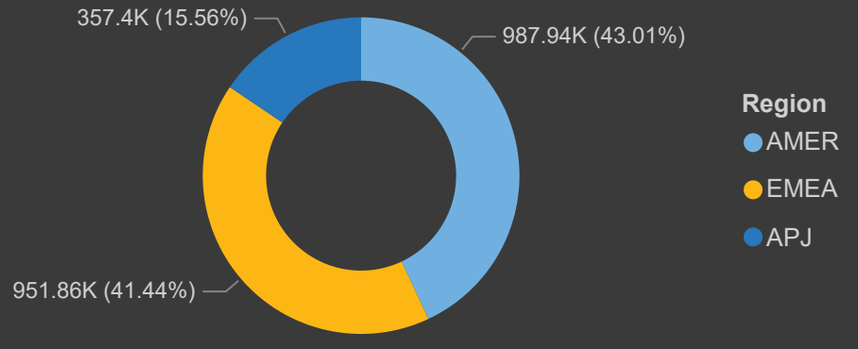
Customer

All

Profit and Profit Margin % by Industry

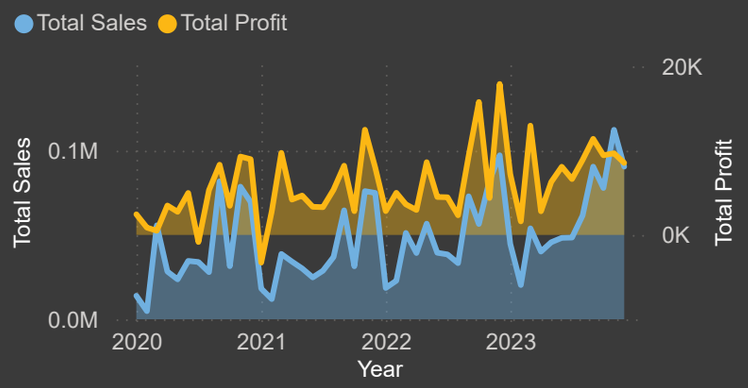


Total Sales by Region



Time Series Analysis

Sales and Profit Trend



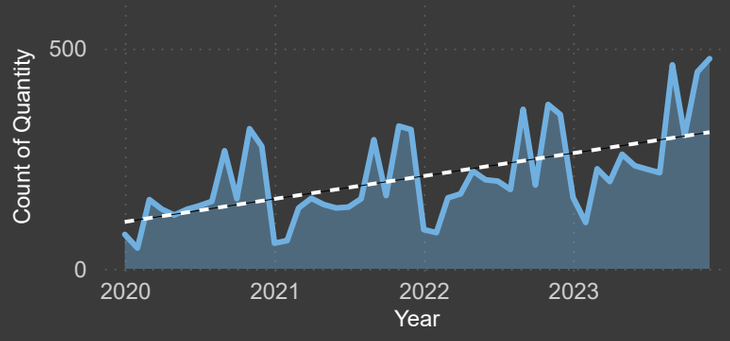
YoY Sales Growth % and YoY Profit Growth % by Year and Quarter

Order Date

1/4/2020

12/31/2023

Quantity vs Time



Best Year: 2023 (Highest Sales & Profit)
Max Sales: ₹0.65M in **Q4 2023**
Strongest YoY Sales Growth: **2021 → 2022**
Weakest YoY Profit Growth: **2022 → 2023**

Performance Overview (2020–2023):

- 💰 **Total Sales**: ₹2.3M | **Total Profit**: ₹286.4K | **Profit Margin**: 12%
- 🛍️ **Top Product**: *Alchemy* (₹56K profit, 0.5 margin)
- 📉 **Worst Product**: *SaaS Connect Pack* (−₹3.5K profit, 0.31 discount)
- 🏆 **Best Customer**: *Valero Energy* (₹10K profit, 418 units)
- 🌍 **Top Country**: *United States* (₹630K sales)
- 🧭 **Leading Segment**: *SMB* (62% of total sales)
- 🏭 **Best Industries**: *Finance* (0.25 margin), *Energy* (0.17)
- 📅 **Strongest Sales Period**: Q4 2023 (₹0.65M sales, ₹88K profit)
- ⚠️ **Profit lagged behind sales** YoY, especially in 2023

Recommendations:

1. Promote high-margin products (*Alchemy*, *Site Analytics*); phase out loss-makers.
2. Limit discounts >0.2 to protect margins.
3. Strengthen *Strategic* and *Enterprise* segments (only 38% combined share).
4. Expand in high-potential countries (US, Japan, UK) and Finance/Energy sectors.
5. Control rising costs — profit growth not keeping pace with revenue.
6. Leverage high-performing quarters (like Q4 2023) for future planning.
7. Focus on repeat business from top customers and profitable regions.