



**For Country, Discount Band, Date and Discount% :**

**CT :** Slicer

**For Total profit by Month and Year :**

**CT :** Stacked column chart

**Insights :** The dashboard reveals a significant increase in total profit during the last quarter of the year, with October and December showing the highest contributions in both 2013 and 2014. Notably, October 2014 stands out with a profit of **1.28M**, double that of 2013, indicating successful sales strategies or seasonal factors such as holiday promotions. Most months in 2014 show better performance compared to 2013,

suggesting overall business growth. However, June and November consistently show the lowest profits, pointing to possible weak demand or ineffective strategies during those periods. The data is filtered by a low discount band, implying that the company managed to maintain healthy profitability without relying heavily on discounts. This highlights opportunities to investigate underperforming months and optimize discounting or marketing efforts for better year-round performance.