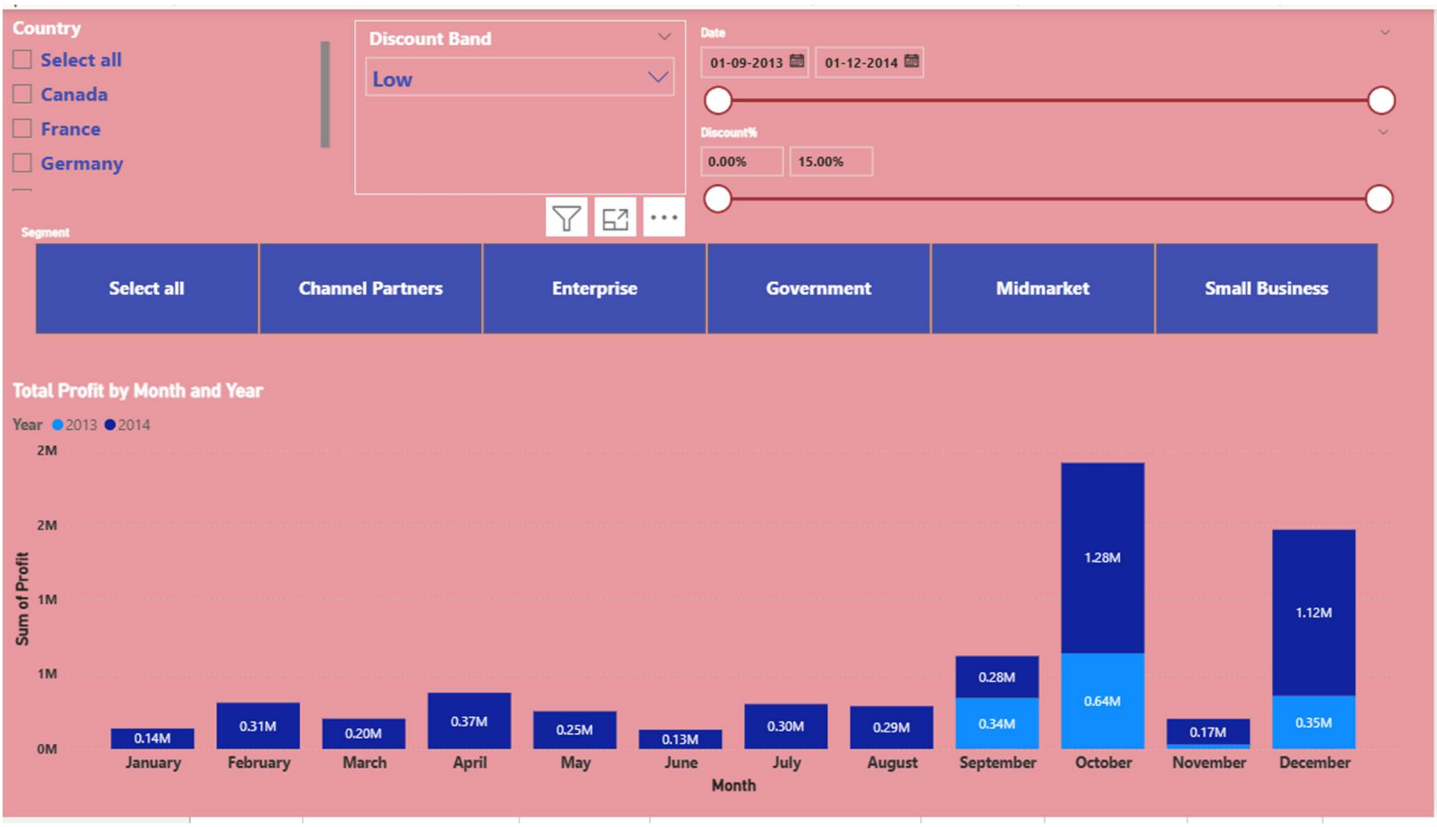
08-09-2025



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.

Discount% :-

Here we created slicer for discount percentage.

But there is no discount percentage in the table. So we have to create it manually. Basically discount will be in percentage form and it based on gross sales because it completely depend on it. And sales is not consider because it is after the discount not before.

So now will create new column for discount% and the formula is Discount% = Discount / Gross sales

In **Table view –**

Discount% =financials[Discounts]/financials[Gross sales]

Q1. What is the profit of Germany government in the year of 2014?

Here we selected Germany in country and Government in segment and we drilled up for year wise Profit and the profit was – **0.2 Million**.

Q2. What is the profit of Mexico and Canada enterprise with low discount band in October 13 ?

Here we selected Mexico and Canada, Enterprise in segment, Low in Discount band and we drilled down to see month wise in 2013.

And the profit in October 13 was – **0.01 Million**.