**Project: Sales Performance and Profitability Insights Dashboard for DiscountMart**

**Objective: Develop an Overview Dashboard and a Performance Dashboard to provide management with a comprehensive snapshot of the company’s performance, enabling quick and data-driven decision-making.**

**Problem statement**

**Context:** DiscountMart is a global retail company with a wide range of products. As the company continues to expand, its management needs to gain a deeper understanding of overall business performance, sales trends, profitability, and cost structures across different regions and product categories. To make informed decisions and adjust strategies effectively, the company needs a clear and concise view of key performance indicators (KPIs) that highlight its current financial health and identify areas for improvement.

The company has experienced fluctuations in revenue and profit, with some regions performing better than others. Additionally, there are concerns about rising costs, particularly in certain product categories, and a lack of clear insight into the most profitable regions and categories. DiscountMart needs a dashboard that can provide actionable insights for their executives to optimize resources, drive revenue growth, and enhance profitability