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<u>Data Analyst Internship</u>

Task 4:- Design an interactive dashboard for business stakeholders.

Dashboard Overview

1. KPIs Displayed

- **Total Sales:** $6.51M
- **Total Quantity Sold:** 92.16K
- **Average Delivery Time:** 4 days
- **Total Orders:** 1079

Visuals and Their Details

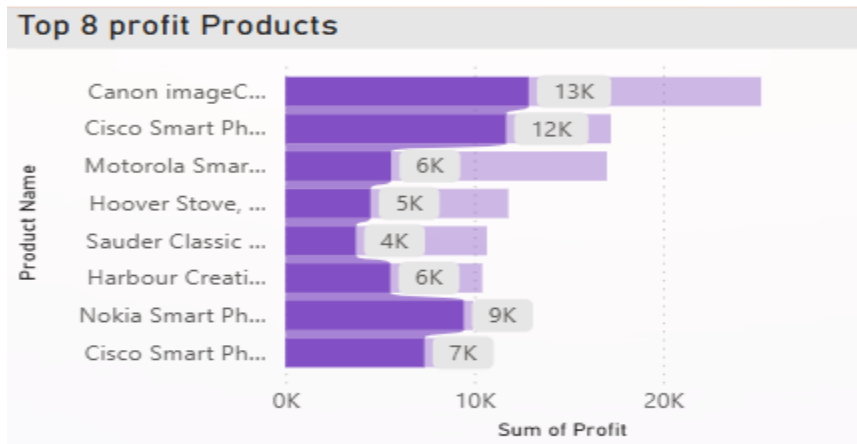### A. Sales Over Time (Year-wise)

- **X-Axis:** Year (2012, 2013, 2014, 2015)
- **Y-Axis:** Sales Amount

B. Country-wise Sales

- **Heading:** Country and Sales
- **X-Axis:** Countries
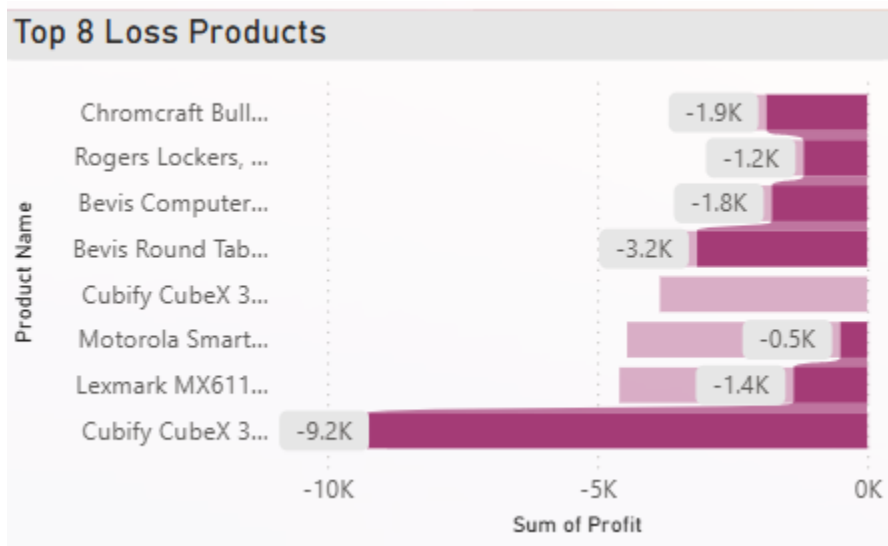- **Y-Axis:** Sales ($ in millions)

C. Top 8 Profit-Making Products

- **Heading:** Top 8 Profit Products
- **X-Axis:** Product Name
- **Y-Axis:** Sum of Profit (0K to 13K)
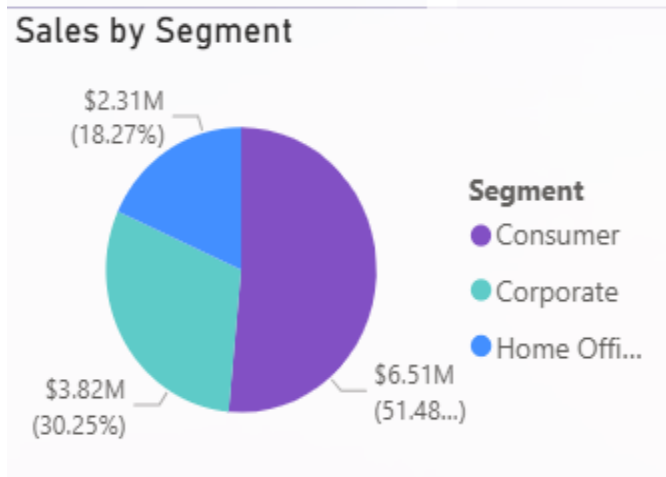
Top 8 profit Products

D. Top 8 Loss-Making Products

- **Heading:** Top 8 Loss Products
- **X-Axis:** Product Name
- **Y-Axis:** Sum of Profit (Negative scale, -10K to 0K)
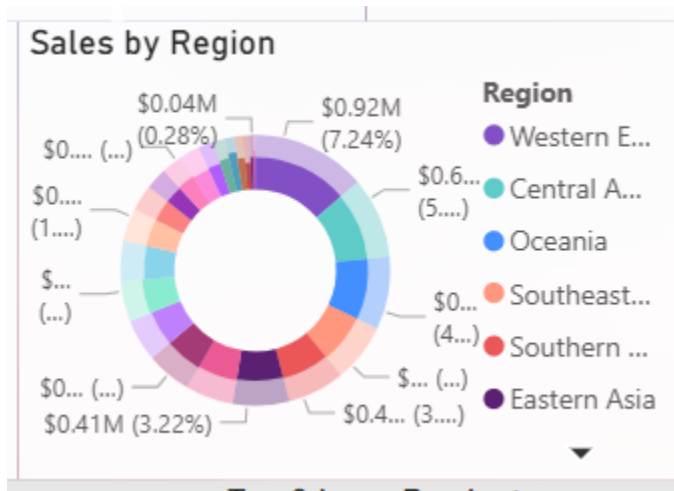
Top 8 Loss Products

E. Sales by Segment

- **Heading:** Sales by Segment
- **Segments:** Consumer (51.48%), Corporate (30.25%), Home Office (18.27%)
- **Y-Axis (Implicit):** Sales ($6.51M total split accordingly)

Sales by Segment

$2.31M (18.27%)

$3.82M (30.25%)

$6.51M (51.48...)

Segment
- Consumer
- Corporate
- Home Offi...

F. Sales by Region

- **Heading:** Sales by Region
- **X-Axis:** Region Names
- **Y-Axis:** Sales ($ in fractions of millions)

Sales by Region

$0.04M (0.28%)

$0.92M (7.24%)

$0.... (...)

$0.... (1....)

$.... (...)

$0.6... (5....)

$0... (4...)

$0... (...)

$... (...)

$0.41M (3.22%)

$0.4... (3....)

Region
- Western E...
- Central A...
- Oceania
- Southeast...
- Southern ...
- Eastern Asia

G. Top 10 Customers by Profit

- **Heading:** Top 10 Customers
- **X-Axis:** Customer Name
- **Y-Axis:** Profit (0K to ~6.7K)

Top 10 customers
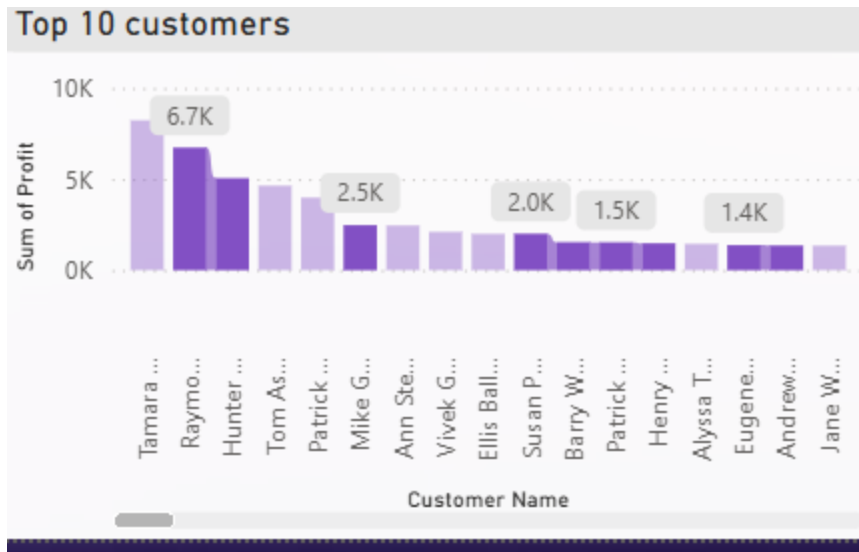
☐ **Business Impact Summary**

- The **Consumer segment** is the largest contributor to revenue (over 51% of sales), making it a key area for future targeting and marketing campaigns.
- **Western Europe** and **Central America** show strong regional performance— opportunities exist for expansion or deeper market penetration.
- High-profit products include **Canon imageClass**, **Cisco Smart Phones**, and **Motorola Smartphones**, suggesting these should be promoted more.
- Loss-making products like **Cubify CubeX 3D printers** and **Lexmark MX611** should be reviewed for potential discontinuation or re-pricing.
- A few **key customers** contribute significantly to profits, indicating opportunities for personalized offers or loyalty programs.
- Delivery performance appears efficient with a **4-day average delivery time**, contributing to customer satisfaction.
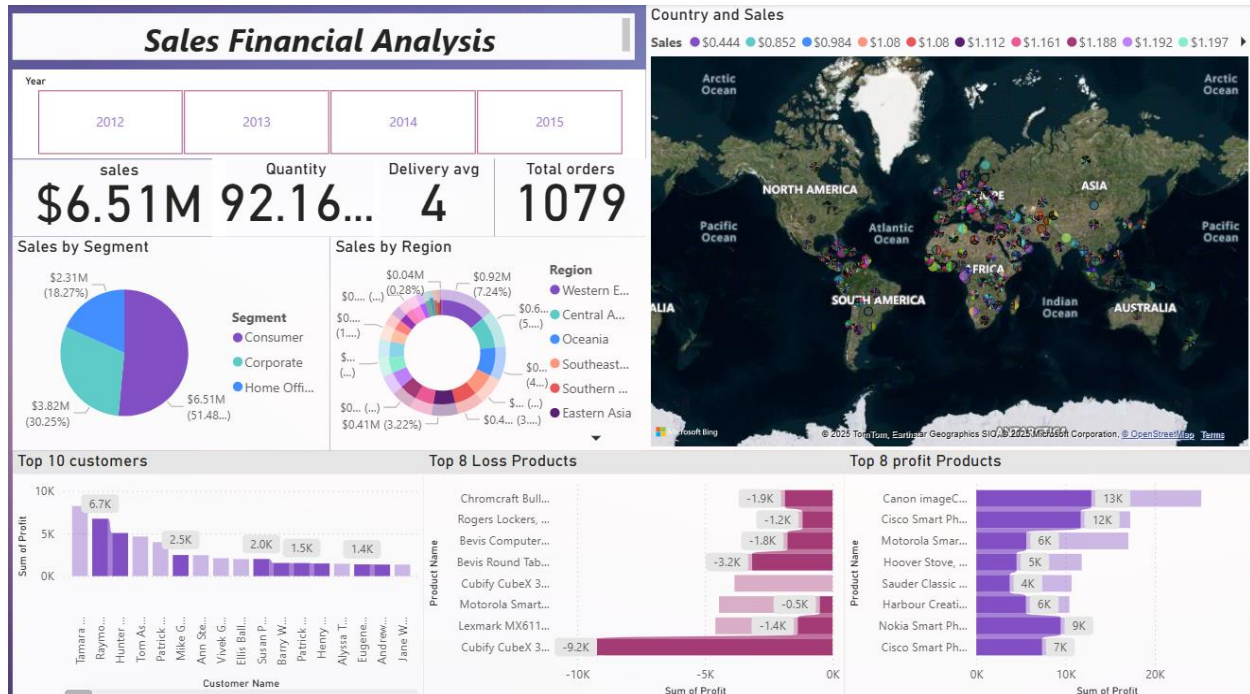
PPT Summary (Suggested Structure)

Content:

- **Key Metrics:**
  - Sales: $6.51M | Orders: 1079 | Avg Delivery: 4 days
- **Top Performing Areas:**
  - **Segments:** Consumer (51.48%)
  - **Regions:** Western Europe, Central America
- **Product Insights:**
  - **Most Profitable:** Canon imageClass, Cisco Phones
  - **Most Loss-making:** CubeX 3D Printer, Lexmark MX611
- **Customer Insights:**
  - High-value customers: Tamara, Raymond, Hunter, etc.
- **Actionable Insights:**
  - Focus marketing on Consumer segment
  - Review low-performing products
  - Deepen presence in profitable regions