📊 Dashboard Summary:

This interactive report presents a complete view of the bike shop's performance. Key metrics such as **total revenue, profit, order volume, and return ratio** are displayed prominently at the top. It shows **month-wise revenue trends** and details like **monthly order and return counts**. Orders are categorized into three segments, while the **top 10 products by order volume** are highlighted.

Users can explore deeper by **hovering over product categories** for detailed data or **clicking on a product** to update the entire report to show its specific performance. A **drill-through feature** provides a dedicated product page with in-depth analytics on orders, revenue, and return rates.

A **country selection tab** with a world map visualization allows regional analysis. Additionally, a **customer-focused section** provides data on unique customers, average revenue per customer, and order distribution by **income level** and **occupation**. The **top 100 customers** by both order count and revenue are also showcased for quick reference.

🔍 How This Dashboard Helps the Company:

1. **Product-Level Insights:**
    Identify top-selling products and those with high return rates, helping in product optimization and inventory planning.

2. **Customer Segmentation:**
    Analyze customer behavior based on occupation and income, allowing for better-targeted marketing and personalized engagement strategies.

3. **Revenue & Trend Analysis:**
    Track revenue and order trends month by month to spot growth periods or slowdowns — aiding strategic planning and forecasting.

4. **Top Customer Identification:**
    Focus efforts on retaining high-value customers (top 100 by revenue/order count), which can significantly impact profitability.

5. **Geographic Performance Evaluation:**
    The country selection tab enables businesses to tailor strategies for specific markets based on regional performance.

6. **Interactive Exploration:**
   With hover, click, and drill-through features, users can explore performance deeply without needing multiple reports — increasing usability and saving time.

7. **Return Rate Control:**
   Identifying products with high returns helps refine product quality, customer communication, or return policies.

8. **Strategic Decision-Making:**
   Real-time, visual insights make it easier for management to make data-driven decisions, boost efficiency, and improve customer satisfaction.