

Dashboard Summary:

This interactive dashboard provides a comprehensive overview of product-wise performance. On the left, it shows detailed data including transactions, profit, margins, and return rates per product. The top-right displays this month's overall performance — transactions, total profit, and return count. Below that, it compares current performance with monthly targets, highlighting both progress and percentage gaps.

Users can filter results by **country**, drilling down further into **states** and even **cities** for granular insights. The **weekly revenue trend** for recent months, along with this month's revenue target, is displayed at the bottom left. Hovering over charts reveals exact values. You can also view **product-specific performance** by selecting a product within a chosen region.

For quick access, **key performance highlights** are listed with clickable links that auto-apply filters, saving time and simplifying navigation.

How This Dashboard Helps the Company:

1. Product Performance Analysis:

Har product ke transactions, profit, margin aur return percentage ko dekh kar identify kiya ja sakta hai kaunsa product high-performing hai aur kaunsa underperform kar raha hai — isse product strategy ko adjust kiya ja sakta hai.

2. Goal Tracking:

Monthly goals ke comparison se yeh pata chalta hai ke company target se kitna aage ya peeche hai. Agar goal meet nahi ho raha to timely corrective actions liye ja sakte hain.

3. Geographic Insights (Country → State → City):

Regional performance ko track karne se identify hota hai ke kaunsi market strong hai aur kaunsi market mein improvement ki zarurat hai. Localized marketing ya sales strategy banayi ja sakti hai.

4. Product + Location Combination Insights:

Kisi specific product ki performance kisi specific country ya city mein dekh kar targeted campaigns run ki ja sakti hain ya inventory planning ki ja sakti hai.

5. Return Analysis:

High return percentage wale products identify karke unki quality improve ki ja sakti hai ya un products ko reconsider kiya ja sakta hai.

6. Trend Monitoring:

Weekly revenue trend se seasonal ya month-wise behavior samajh aata hai jo budgeting aur forecasting mein kaam aata hai.

7. Time Saving Through Smart Filters:

Dashboard ke smart links aur auto-filter options se teams quickly data access kar sakti hain without manually filtering again and again — boosting efficiency.

8. Executive-Level Reporting:

Summary notes aur drill-down features ki wajah se ye dashboard senior management ke liye bhi useful hai jo jaldi mein sirf high-level highlights dekhna chahte hain.