**1. Sales Performance Dashboard**

* **What are our peak sales months?**
  + The peak sales month is November 2014, which generated over $555,000 in revenue. This suggests a strong holiday season sales period that you can capitalize on with targeted marketing.
* **Which are the top-performing products and geographies?**
  + Top Category: Technology is the highest-selling category, bringing in over $4.7 million.
  + Top Sub-Category: Within Technology, Phones and Copiers are the star performers.
  + Top Country: The United States is by far your biggest market, with sales exceeding $2.2 million.
  + Top City: New York City leads all cities in sales.
* **Insight From This:**
  + Your business heavily relies on the US market and Technology products. You should focus marketing efforts and ensure healthy stock levels for Phones and Copiers, especially leading into the holiday season around November.

### 2. Profitability Analysis Dashboard Findings

* **Which products are the most and least profitable?**
  + Most Profitable: Copiers are your most profitable sub-category, generating over $258,000 in profit.
  + Least Profitable: Tables are a significant problem area, having lost over $64,000.
* **How much each product category contribute to company profit?**
  + Identify this by referring to the bar chart.
* **Are some best-selling items actually low-margin?**
  + Yes. There are nearly 4,000 products that have high sales (above average) but a very low profit margin (under 5%). These products drive revenue but don't contribute much to the bottom line and may need a price review.
* **Insight From This:**
  + You need to urgently review your strategy for Tables. It might be necessary to change suppliers, increase prices, or even discontinue the product line.

### 3. Customer Analysis Dashboard Findings

* **Who are our most valuable customers?**
  + Your top customer by sales is Tom Ashbrook ($40,488), but your most profitable customer is Tamara Chand ($8,672). It's important to look at both metrics to understand true customer value.
* **Which customer segment is the most valuable?**
  + The Consumer segment drives the most sales by a large margin (over $6.5 million), making it your most important customer group.
* **Insight From This:**
  + You should create a VIP or loyalty program for your top customers like Tamara Chand and Tom Ashbrook. Your marketing efforts should be heavily focused on the Consumer segment, as they represent the largest portion of your business.

### 4. Shipping and Operations Dashboard Findings 🚚

* **Which shipping mode is the most popular?**
  + Standard Class is the most frequently used shipping mode, indicating that customers are generally willing to wait for their orders to save on costs.
* **Where are shipping costs the highest?**
  + The North Asia, Central Asia, and Oceania regions have the highest average shipping costs. This might be due to logistics challenges or carrier pricing in those areas.
* **Insight From This:**
  + Since most customers prefer Standard Class, you can optimize logistics around this service. For regions with high shipping costs, it would be wise to investigate the reasons and potentially renegotiate with local carriers or find more efficient shipping partners.

### 5. Regional Market Analysis Dashboard Findings

* **Which market is have largest sale and most profitable?**
  + The Central region is your largest market by sales ($3.5M), followed closely by the EU ($2.9M) and the US ($2.2M).
  + APAC is also the most profitable market overall ($436k profit).
* **What is the profit margin for each market?**
  + Interestingly, Canada has the highest profit margin at 26.6%, even though its total sales are the lowest. This means it's a very efficient market.
  + The EMEA (Europe, Middle East, and Africa) market has the lowest profit margin at just 5.4%.
* **Do customer preferences differ by market?**
  + Yes. In Africa and Canada, Office Supplies make up a larger percentage of sales compared to other markets. In Asia-Pacific and Latin America, Furniture is more popular.
* **Insight From This:**
  + Your global strategy should not be one-size-fits-all. You can learn from Canada's high efficiency. The low profitability in EMEA requires immediate attention. Product marketing should be tailored to regional preferences, such as promoting more Office Supplies in Africa and Furniture in LATAM.

### 6. Year-Over-Year Performance

* **How does our sales performance this year compare to the same period last year?**
  + Answer: The business shows consistent and strong growth. Sales grew from $2.67M in 2012 to $3.40M in 2013, and further to $4.30M in 2014.
* **What is our Year-over-Year (YoY) sales growth rate?**
  + Answer: Your sales growth has been very healthy.
  + 2012: +18.5%
  + 2013: +27.2%
  + 2014: +26.3%
* **Are we growing faster in terms of sales or profit?**
  + Answer: In 2013, your profit growth (+32.4%) outpaced your sales growth (+27.2%), which is excellent. However, in 2014, sales grew faster (+26.3%) than profit (+23.9%), suggesting a slight squeeze on margins in the most recent year.
* **Is our growth accelerating or decelerating?**
  + Answer: Your growth accelerated significantly from 2012 to 2013 (from 18.5% to 27.2%). However, the growth rate slightly decelerated in 2014 (dropping from 27.2% to 26.3%). This is a key insight: while still growing strongly, the *rate* of growth has plateaued.
* **Insights from this:**
  + Your business shows strong and consistent growth, with both sales and profit increasing significantly year after year. However, while growth accelerated in 2013, it slightly slowed in 2014. Most importantly, profit growth fell behind sales growth in the last year, signaling that your profit margins are getting tighter.