

INSIGHTS / REPORT

Problem Statement

The dashboard aims to uncover how discounts, product categories, and regional sales performance impact overall profitability. It helps management identify where to adjust pricing or operational strategies to improve profit margins.

Dashboard Objective

To provide clear insights into sales, profit, and discount performance across customer segments, product categories, and regions — enabling management to make informed decisions that enhance profitability and operational efficiency.

Key Metrics Summary

- Total Sales: \$3.2M
- Total Profit: \$286.4K
- Profit Margin: 12.47%
- Average Discount: 0.16%
- Average Delivery Days: 4

The company is profitable, but margins vary across regions and segments.

Regional Insights

- West: Highest in both sales and profit — strong market and operational performance.
- East: Second in both metrics — consistent contributor.
- Central: Moderate sales but low profit — likely high costs or excessive discounting.
- South: Lower sales but higher profit margin — efficient pricing and cost control.

Profitability is not always linked to sales volume. The South region shows that efficiency can outweigh scale.

Product Performance

- Top Performing Categories: Copiers, Phones, Accessories.
- Low Performers: Tables, Bookcases, Supplies.
- Insight: Low performers likely face pricing or cost issues. Focus on top categories and reprice or streamline the low-profit ones.

Discounts and Profitability by Segment

Consumer Segment:

- Average Discount: ~25%
- Profit Level: Moderate
- Insight: Heavy discounting is not translating into strong profits. The segment appears highly price-sensitive, indicating limited pricing efficiency.

Corporate Segment:

- Average Discount: ~24%

- Profit Level: Highest
- Insight: Despite moderate discounts, Corporate delivers the highest profit — suggesting repeat or bulk orders that maintain strong margins.

Home Office Segment:

- Average Discount: ~21%
- Profit Level: Higher than Consumer
- Insight: Lower discounts lead to better margins, showing disciplined pricing and efficient cost management.

Recommendations

- Refine discount strategy — reduce heavy discounts for Consumer segment.
- Maintain Corporate and Home Office pricing structures.
- Analyze Central region's low profit drivers.
- Replicate South's efficiency model in other regions.
- Prioritize Copiers, Phones, and Accessories.
- Reassess pricing for Tables and Bookcases.
- Monitor profit margins regularly and conduct margin reviews by region and segment.