

Sales & Profit Performance Report

1. Key Performance Indicators (KPIs)

- Total Sales: ₹12,345,678
- Total Profit: ₹1,234,567
- Total Quantity Sold: 98,765 Units

Insight:

- Sales and profit trends indicate the overall business performance.
- If profit margins are low, consider optimizing pricing or reducing costs.

2. Monthly Sales Trend (Line Chart)

- Sales trend shows peaks in December and dips in May.
- Seasonality observed during festival/holiday periods.

Recommendation:

- Boost marketing campaigns during peak seasons.
- Target underperforming months with discounts or promotions.

3. Profit Distribution Across Regions (Map)

- Highest Profit Region: West (₹450,000)
- Lowest Profit Region: South (₹75,000)

Recommendation:

- Expand operations in high-profit regions.
- Investigate reasons for low-profit areas (pricing, demand, competition).

4. Top & Bottom Products by Profit (Bar Chart)

- **Top Products:**
 1. Product A – ₹150,000
 2. Product B – ₹120,000
- **Bottom Products:**
 1. Product C – ₹-25,000 (Loss)
 2. Product D – ₹-30,000 (Loss)

Recommendation:

- Increase stock & marketing for high-profit products.
- Review pricing & costs for low-profit products.

5. Discount Impact on Profit Margins (Scatter Plot)

- High discounts = Lower profits for certain products.
- Some products still remain profitable despite discounts.

Recommendation:

- Apply dynamic discounting strategies.
- Avoid excessive discounts on already low-margin items.

6. Slicers for Better Insights

- Date Range (Analyze trends over different periods)
- Region (Focus on specific geographical insights)
- Customer Segment (Identify which customer groups are most valuable)
- Product Category (Compare performance across categories)

7. Drill-through & Tooltip Features

- Drill-through: Click on a region to view specific city-level performance.
- Tooltips: Hover over a product to see detailed profit and discount impact.

8. Final Business Recommendations

- ✓ Optimize pricing & discount strategies.
- ✓ Expand in high-profit regions.
- ✓ Reduce costs for low-profit products.
- ✓ Plan for seasonal trends in sales.

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