

Business Questions Addressed

Sales & Performance:

1. What are the total sales over time?
2. Which regions generate the most revenue?
3. Which product categories and subcategories are the best sellers?
4. How do sales trends vary monthly or yearly?
5. What are the top-selling products?

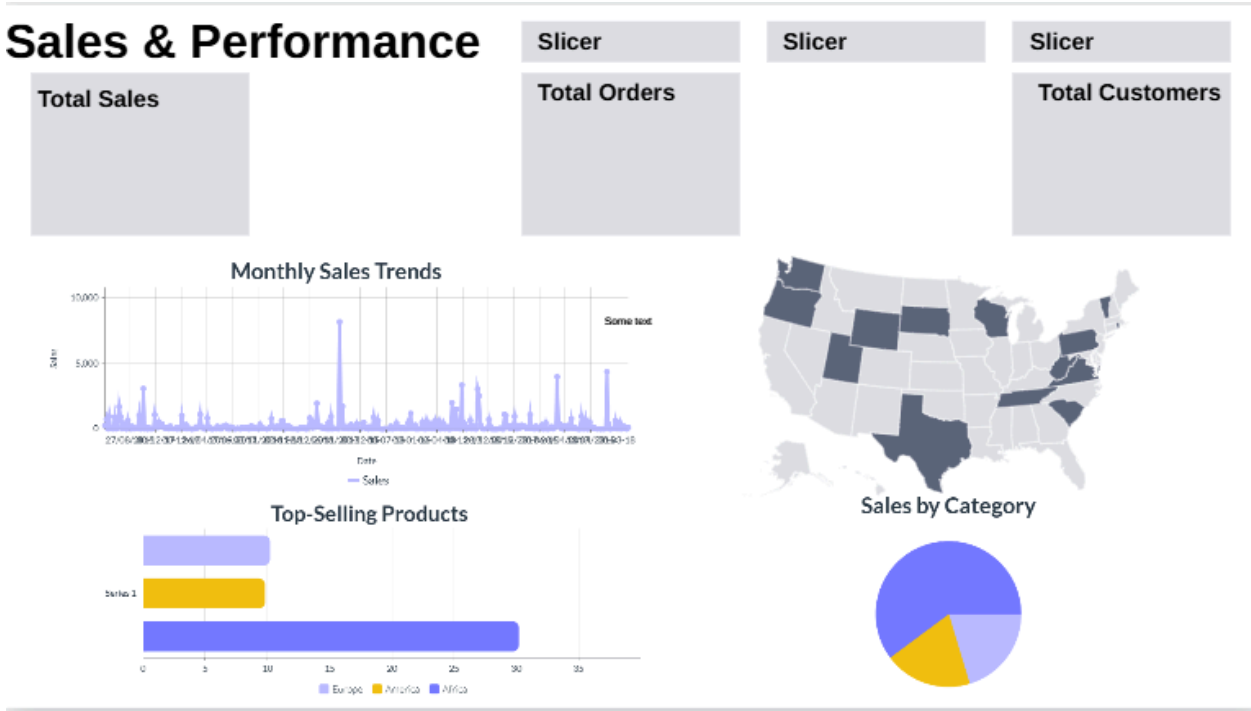
Customer & Market Insights:

1. Who are the top customers based on sales?
2. How are sales distributed among customer segments?
3. Which states/cities have the highest sales?
4. How do different customer segments impact sales trends?

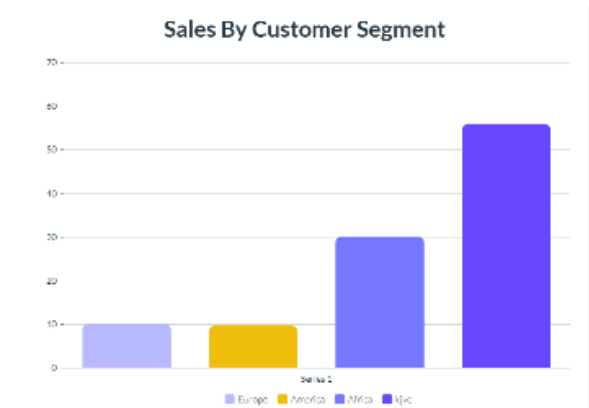
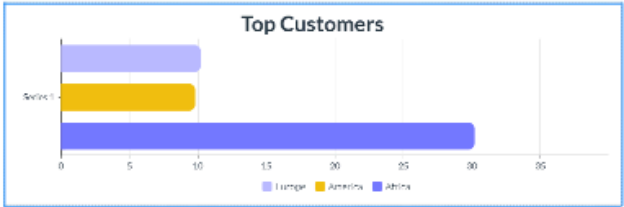
Operations & Shipping:

1. What is the most used shipping mode?
2. How long does shipping take on average?
3. What percentage of deliveries are delayed?
4. How do shipping delays vary by region?
5. How does sales performance differ across shipping modes?

Dashboard Wireframe(3 Dashboards)



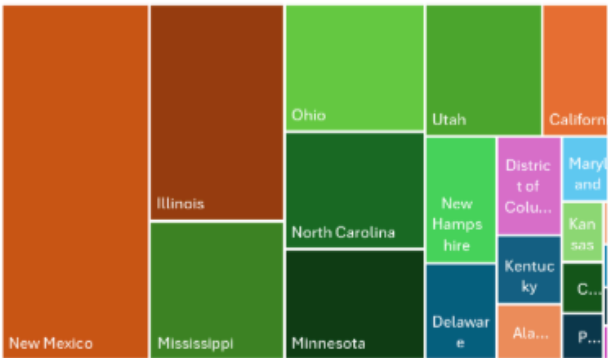
Customer & Market Insights



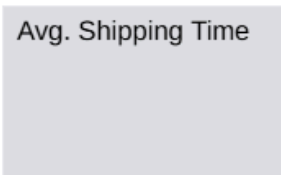
Sales by Customer Segments



Sales by State



Operations & Shipping



Most Used Shipping Mode

