**Task 8**

**Sales Dashboard**

**🕵️ Focus of Dashboard is on Overall Business Profits Country Wise, State wise, Year Wise**

✅ Focus on:

* Boosting sales in high-profit regions.
* Investigating why some states or products lose money.
* Tracking performance trends year by year.

1. **Overall Sales, Profit, Quantity (KPIs)**

At the top center, the dashboard shows:

* **Total Sales** → 4.30M
* **Total Profit** → 1.47M
* **Total Quantity** → 178.31K

These key figures tell us:

* The business is moving a decent volume (~178K items) generating ~$4.3M in revenue.
* The profit margin looks moderate (profit/sales ≈ ~34%).

1. **Profit by Region (Map)**

On the left map:

* Regions (states) in India are shaded in red or green.
  + **Green regions** → Positive profit.
  + **Red regions** → Negative or low profit.

**Insight:**  
Some regions like Maharashtra, Karnataka, and Gujarat are driving profit (green), while eastern and northeastern states seem less profitable (red).

This can help the business **focus efforts on low-performing states** or **double down on successful regions**.

1. **Bottom 10 Selling Products (Bar Chart)**

In the middle:

* Bar chart showing bottom 10 products by quantity sold and profit.
* Some products, like the **Cubify Cube 3D Printer**, are deeply negative on profit (large red bar), signaling poor profitability despite sales.

**Insight:**  
The business might need to:

* **Reassess product pricing**.
* **Reduce discounts or costs**.
* **Phase out unprofitable items**.

1. **Filter Controls (Right Panel)**

The dashboard has:

* **Country selector** (India shown).
* **Product Name** dropdown.
* **Select Year** → allows year-wise filtering (2011–2014).
* **Select State** → allows filtering by specific states.

**Insight:**  
This interactive filtering enables **focused analysis**:

* Check how sales, profit, or quantities change **year over year**.
* Compare performance across **states**.
* Drill down to **individual products**.







