✅ Business Use Case

Title: *Interactive Sales and Profit Monitoring Dashboard for Small Retail Businesses*

Objective:
To provide business owners and analysts with a lightweight, web-based visualization tool to monitor and interpret monthly sales and profit trends, identify performance patterns, and support better decision-making without requiring advanced BI platforms.

Stakeholders:

- Small retail business owners

- Sales managers

- Financial analysts

- Marketing teams

Key Features:

- Interactive charts (line, bar, pie, scatter, histogram, box plot) to analyse sales and profit trends

- Easy toggle between different views using a simple web interface

- No complex installation — runs as a lightweight Gradio app

- Rapid insights without needing Excel or Power BI

❓ Problem Statement

Current Challenge:
Small business owners often rely on manual tools like spreadsheets to track performance, which makes it difficult to analyze trends visually or make quick, data-driven decisions.

Specific Problems:

- Lack of automated or interactive visualizations

- Difficulty in spotting monthly performance trends and outliers

- No easy way to compare metrics like sales and profit simultaneously

- Overdependence on technical experts or paid BI tools

Proposed Solution:
An easy-to-use, interactive dashboard using Python and Gradio that allows users to:

- Select from various chart types for visualizing their monthly performance

- Quickly identify which months had the best or worst sales/profit

- Detect correlations between sales and profit

- Understand profit distribution and variability using statistical plots