



Product Performance Dashboard Report

Reporting Period: January – December

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1. Executive Summary

This Product Performance Dashboard provides a full view of how products performed across sales, profitability, customer demand, and inventory levels.

The analysis helps identify:

- Top-performing products
- Underperforming products
- Category trends
- Profit drivers
- Inventory and stock issues

The dashboard supports strategic decisions in pricing, stocking, marketing, and product development.

2. Key Product Metrics



Top KPIs Included

- Total Revenue
- Total Units Sold
- Gross Profit Margin
- Top 5 Best-Selling Products

- Top 5 Least-Performing Products
 - Inventory Turnover
 - Category Contribution %
 - Monthly Sales Trend by Product
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3. Product Insights Summary

★ 1. Top-Performing Products

These products contribute the highest percentage to company revenue.

Characteristics include strong demand, frequent repeat purchases, and high profitability.

Example insight:

- Product A generated 22% of total annual revenue
 - Category B led the market with 15% YoY growth
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⚠ 2. Underperforming Products

Products with consistently low sales or declining demand.

Key issues:

- Poor visibility
- Low customer interest
- Possible pricing problems
- Inventory overstocks

Recommendation: Evaluate marketing strategy and consider slow-moving stock clearance.

3. Declining Products

Products that had strong initial performance but dropped significantly toward Q3 and Q4.

Possible factors:

- Competitor pressure
 - Reduced promotional spending
 - Seasonal decline
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4. High Growth Opportunity Products

Products showing consistent month-over-month improvement.

These products may benefit from:

- Increased visibility
 - Discount campaigns
 - Inventory expansion
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4. Visual Summary





This represents:

- Product ranking
- Revenue charts
- Category distribution
- Profit vs. sales scatter plot
- Inventory status

5. Product Category Analysis

Category	Contribution to Revenue	Trend	Recommendation
Category A	35%	 Growing	Increase inventory & campaigns
Category B	28%	 Stable	Maintain strategy

Category	Contribution to Revenue	Trend	Recommendation
Category C	20%	 Declining	Review pricing & marketing
Category D	17%	 Weak	Consider phasing out

6. Inventory Insights

◆ High Stock Products

Hold significant inventory but slow-moving.

→ Risk of overstocking and cash flow issues.

◆ Low Stock Products

Fast-moving items often out of stock.

→ Loss of revenue due to limited availability.

◆ Balanced Stock Products

Healthy inventory turnover rates

→ Maintain steady supply.

7. Recommendations

1. Increase Marketing on Rising Products

Push products that show strong month-over-month growth.

2. Reduce or Repackage Underperforming Products

Bundle them with popular items or offer discounts.

3. Improve Stocking Strategy

Use forecasting models to reduce stockouts and overstock situations.

4. Track Profit Drivers

Focus more on high-margin products rather than just high-volume products.

8. Impact on Business Strategy

If the business implements these insights, it will benefit from:

- Higher revenue
- Reduced inventory waste
- Better marketing ROI
- Improved customer satisfaction
- Faster decision-making with real-time dashboards

9. Conclusion

The Product Performance Dashboard provides a powerful overview of product health and revenue drivers.

By focusing on best-sellers, addressing slow-moving products, and optimizing inventory, the business can increase profitability and operational efficiency.