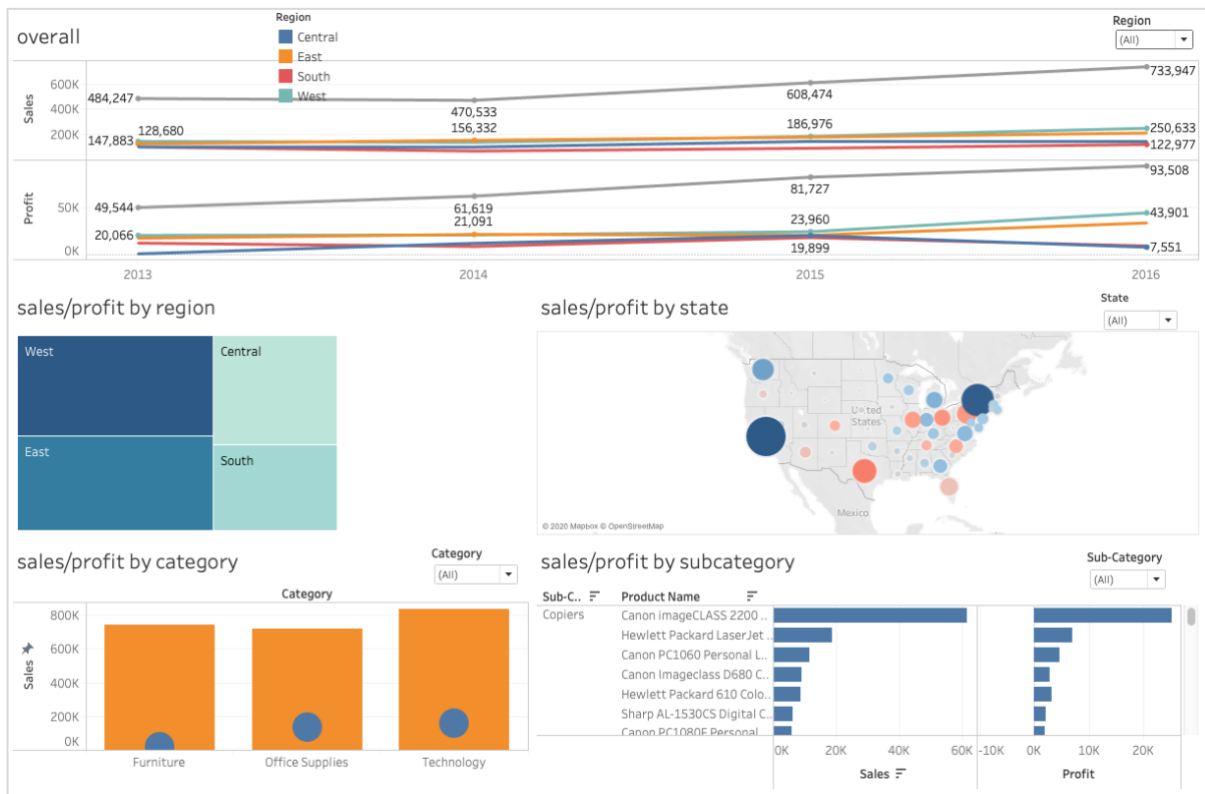


Dashboard Breif

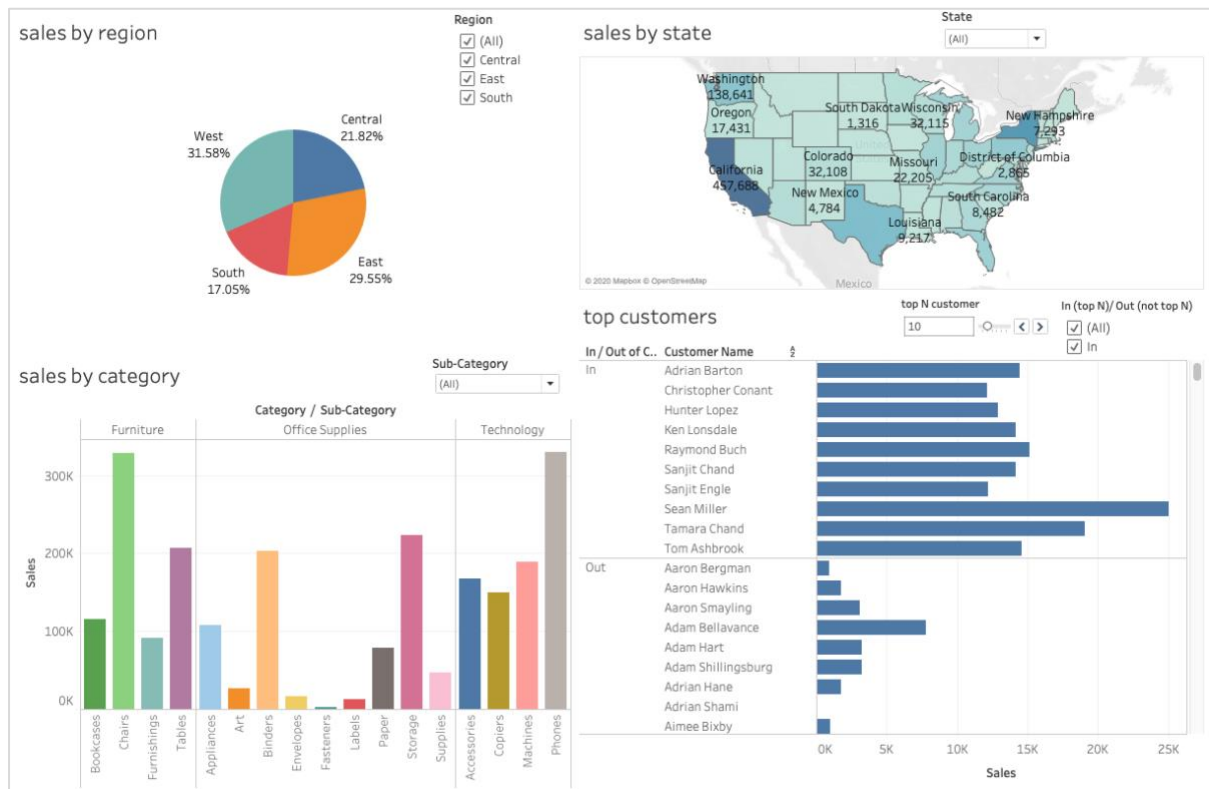
1. Overall of Sales and Profit Dashboard



- 'overall' part shows the overall trend of sales by region over 4 years as well as that of profit by region
- 'sales/profit by region' part indicates the darker the higher profit and the bigger square the higher sales
- 'sales/profit by state' shows a map marked with profit and sales represented in color and circle size respectively
- 'sales/profit by category' illustrates profit in blue circle and sales in orange bar
- 'sales/profit by subcategory' gives users a detail view of sales and profit over different products.

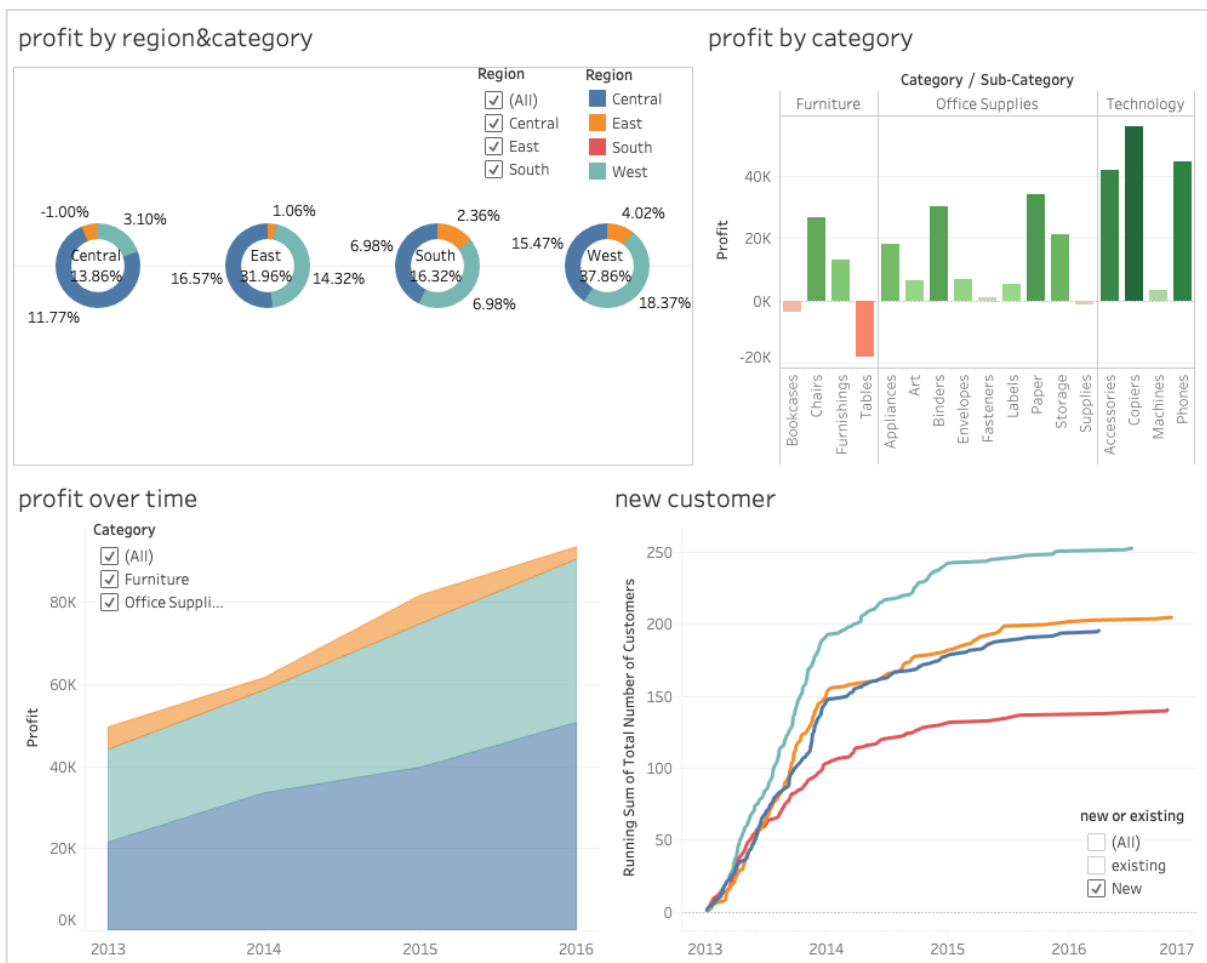
This dashboard allows users easily to understand that profit increases when sales grows bigger especially in West and East after year 2015.

2. Sales Dashboard



- 'sales by region' shows the percent of sales of different regions
- 'sales by state' shows a map labeled with the state name and its sales
- 'sales by category' shows different sales amount for different sub-categories
- 'top customers' shows top 10 or 20... top N important customers

3. Profit Dashboard



- 'profit by region& category' part shows the profit of different regions and categories
- 'profit by category' part shows the profit of different categories and sub-categories
- 'profit over time' part shows the accumulated profit of different categories
- 'new customer' part shows if the increasing profit mainly comes from new customers or not.

The Profit Dashboard shows us that West and East contribute over 60% profit. Except 'Tables' and 'Bookcases' of 'Furniture', all categories positively contribute to the profit.

In addition, even though the profit keeps increasing, the main contributors are existing customers especially after year 2014. Therefore, while maintaining existing customers, more effort should be taken to explore new customers.