SALES ANALYSIS REPORT DASHBOARD

MOTOROLA SOLUTIONS

Report Objectives

OBJECTIVES OF THE MOTOROLA SOLUTIONS SALES DASHBOARD

Analyze Sales Data Across Regions, Countries, and Product Categories
Gain a comprehensive understanding of sales performance in different geographical areas and product segments.

Identify Sales Trends and Patterns
Uncover significant trends and patterns in sales data to help improve overall business performance.

Understand Customer Behavior and Preferences
Analyze customer buying patterns to better understand their behavior and preferences.

Evaluate Product Performance
Identify high-performing products and categories, as well as those that are underperforming, to inform inventory and marketing strategies.

Monitor Key Sales Metrics
Track important metrics like sales, profit, and profit margin to highlight areas for potential improvement.

Generate Reports and Visualizations
Create clear and insightful reports and visualizations that support data-driven decision-making for stakeholders.

MOTOROLA SALES ANALYSIS REPORT

MOTOROLA SOLUTIONS

State: All

Ship Mode: All

Segment: All

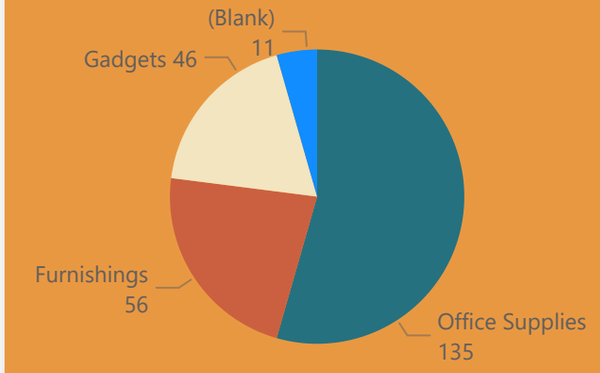
Sub-Category: All

Year: (Blank) 2020

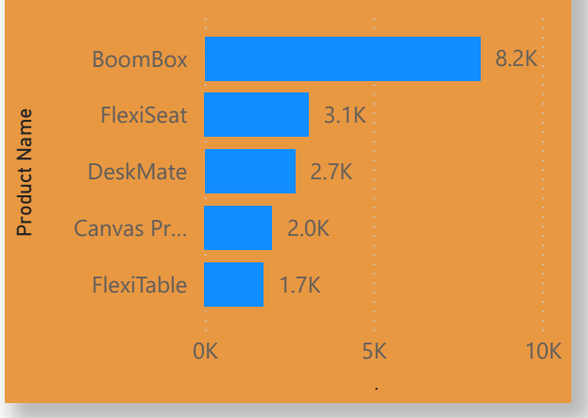
Pages

Total Sales	Net Profit	Total Customer	Total Quantity
57.44K	14.45K	110	977

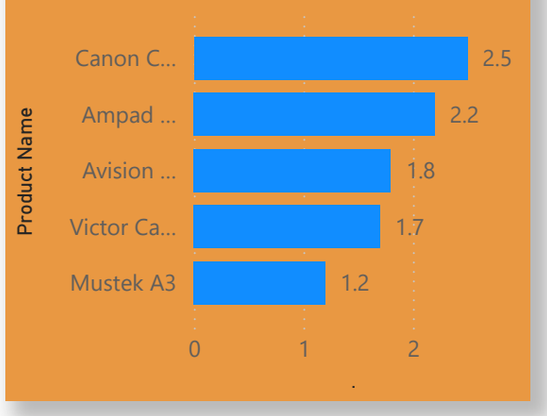
Category Wise Order



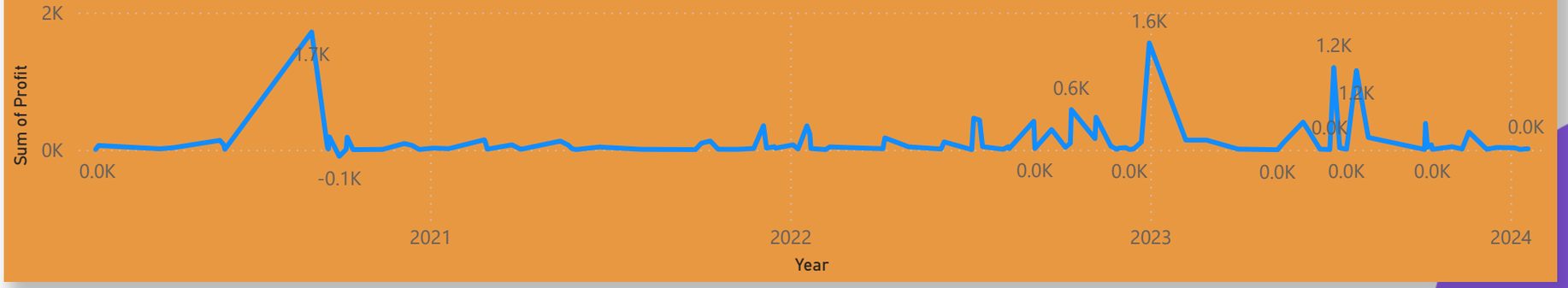
Top 5 Selling Products



Bottom 5 Selling Products



Net Profit By Date



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Top Customer

Becky Martin

Highest Order

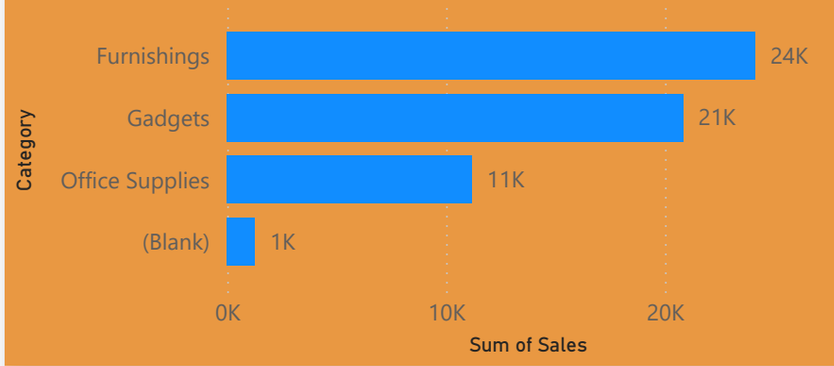
8

Highest Sales

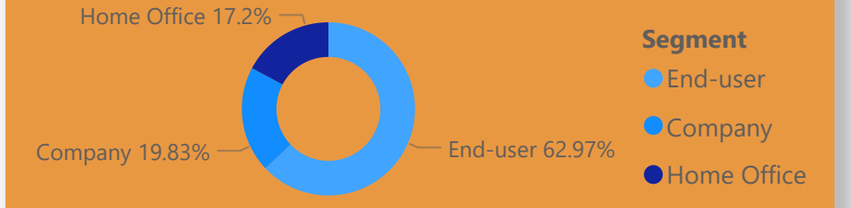
09-08-2020

Customer Name	Country	Sum of Profit
Becky Martin	Canada	1,676.90
Christopher Schild	Ireland	580.50
Christopher Schild	Qatar	508.50
Lena Creighton	Netherlands	249.80
Ted Butterfield	Netherlands	238.50
Brosina Hoffman	India	226.50
Joni Blumstein	Saudi Arabia	209.40
Lena Creighton	United Arab Emirates	152.40
Total		**4,352.80**

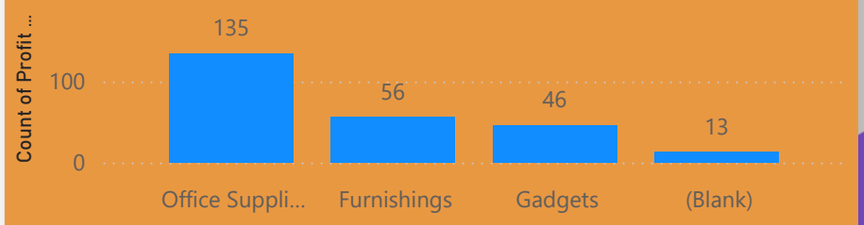
Sales by Category



Sum of Sales by Segment



Profit Margin by Category



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State
All

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All

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(Blank) 2020

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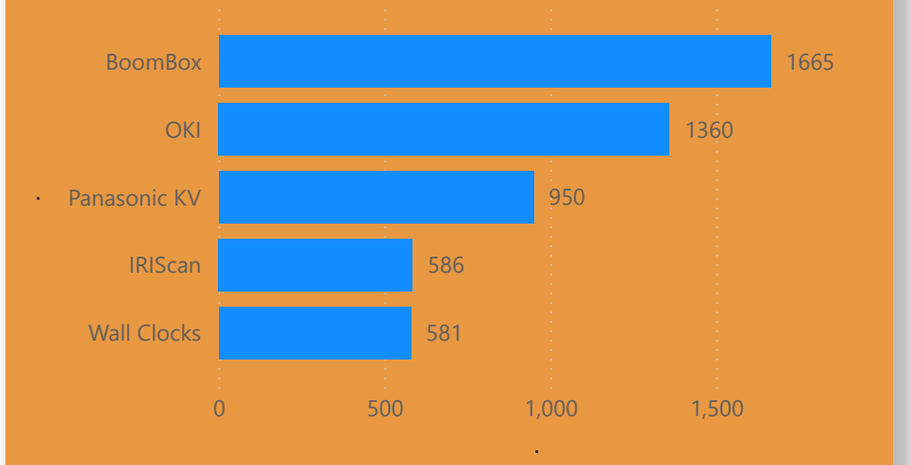
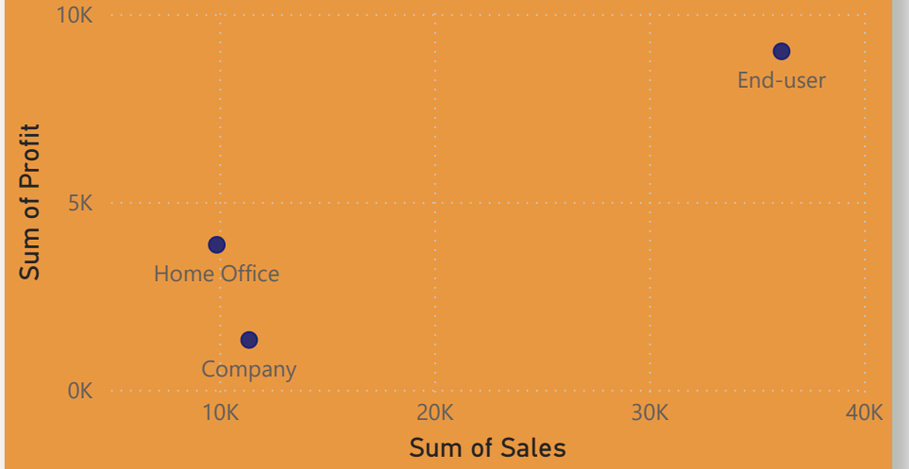
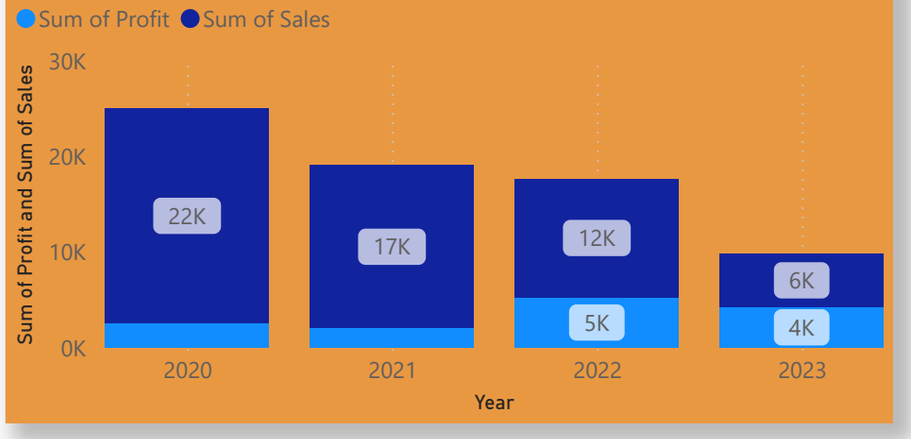
Top 5 Most Profitable Product



Total Sales Vs Total Profit By Segment



Total sales Vs Total Profit By Year



Some Insights From Scatter Chart

- The **End-user segment** is the most lucrative, showing high sales and profitability, which means focusing more on this segment could drive further growth.
- The **Home Office segment** shows good profitability relative to its sales, so optimizing strategies to boost sales in this segment could increase its contribution to overall profit