

Task: To improve profit by targeting products types, products and regions which are failing to perform and need the most attention.

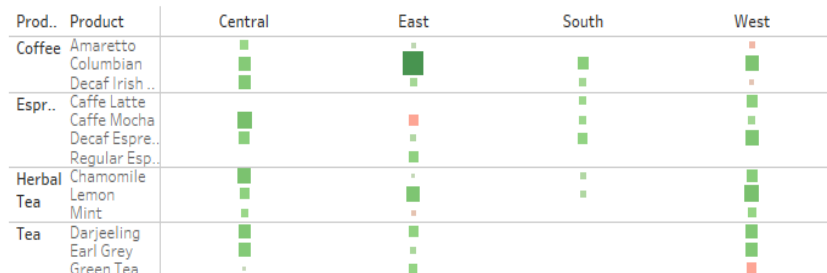
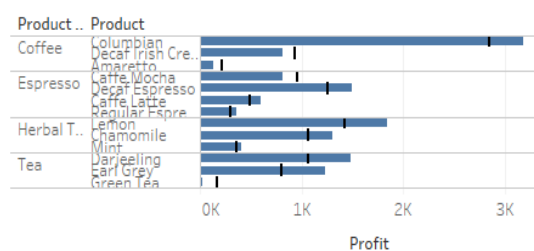
In the dashboard, monthly performance is compared against a budgeted profit to find areas which needs to improve.

### Improve profit: Which areas to focus?

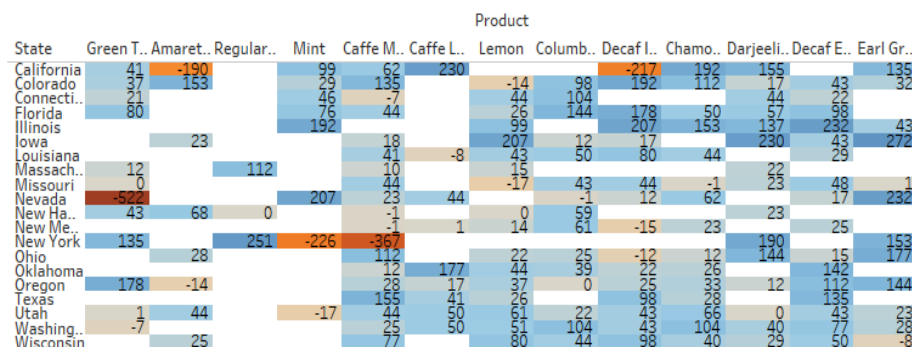
Report Mo.. July 2011

How products are performing in different regions?

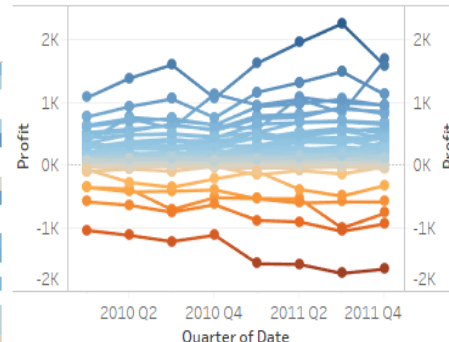
Are our products making profits as budgeted?



In which of the states from the selected region the product is underperforming?



How did the product perform historically?



- On the top left, the bullet chart is used to compare the actual monthly profit with the monthly budgeted profit.
- On the top right, is a color heat map showing the sum of profit by two dimensions, subcategory and region. This breakdown can help to better target the focus regionally. For example, user can quickly see that the most profit came from selling product “Columbian” in the east region while the most loss came from selling product “Caffe Mocha” in the east region.
- On the bottom left is the Highlight table where the profit is further broken down by state. On selecting a specific data point from heat map, the highlight table will display the intersection of relevant product category and state.
- On the bottom left is the line chart through which user can understand the trend of the product.
- Added few layers of intuitive inter activity to put the power of information into user's hands. Features views as a filter to improve effectiveness and to provide users with a vital level of control.