**1. Sales Performance Dashboard**

**Metrics & KPIs:**

* Total Sales
* Sales by Region
* Sales by Product Category
* Sales by Sub-Category
* Monthly Sales Trend
* Top 10 Products by Sales
* Sales by Customer Segment

**Chart Types:**

* **Total Sales**: KPI Card
* **Sales by Region**: Choropleth Map or Treemap
* **Sales by Product Category**: Bar Chart
* **Sales by Sub-Category**: Bar Chart or Treemap
* **Monthly Sales Trend**: Line Chart
* **Top 10 Products by Sales**: Bar Chart or Horizontal Bar Chart
* **Sales by Customer Segment**: Pie Chart or Donut Chart

**2. Profitability Dashboard**

**Metrics & KPIs:**

* Total Profit
* Profit by Region
* Profit by Product Category
* Profit by Sub-Category
* Monthly Profit Trend
* Top 10 Products by Profit
* Profit Margin (Profit/Sales)

**Chart Types:**

* **Total Profit**: KPI Card
* **Profit by Region**: Choropleth Map or Treemap
* **Profit by Product Category**: Bar Chart
* **Profit by Sub-Category**: Bar Chart or Treemap
* **Monthly Profit Trend**: Line Chart
* **Top 10 Products by Profit**: Bar Chart or Horizontal Bar Chart
* **Profit Margin**: Scatter Plot or KPI Card

**3. Customer Analysis Dashboard**

**Metrics & KPIs:**

* Number of Customers
* Sales by Customer
* Average Order Value (Sales/Number of Orders)
* Customer Lifetime Value (CLV)
* Customer Acquisition by Month
* Repeat Customers vs. New Customers

**Chart Types:**

* **Number of Customers**: KPI Card
* **Sales by Customer**: Bar Chart
* **Average Order Value**: KPI Card or Line Chart
* **Customer Lifetime Value (CLV)**: KPI Card or Line Chart
* **Customer Acquisition by Month**: Line Chart or Bar Chart
* **Repeat Customers vs. New Customers**: Pie Chart or Bar Chart

**4. Order Fulfillment Dashboard**

**Metrics & KPIs:**

* Total Orders
* On-Time Delivery Rate (Ship Date vs. Order Date)
* Average Shipping Time
* Orders by Ship Mode
* Delayed Orders

**Chart Types:**

* **Total Orders**: KPI Card
* **On-Time Delivery Rate**: Gauge Chart or KPI Card
* **Average Shipping Time**: Line Chart or Bar Chart
* **Orders by Ship Mode**: Pie Chart or Bar Chart
* **Delayed Orders**: Bar Chart or Line Chart

**5. Product Performance Dashboard**

**Metrics & KPIs:**

* Total Sales by Product
* Total Quantity Sold by Product
* Average Discount by Product
* Top Performing Products
* Low Performing Products
* Product Return Rate (if applicable)

**Chart Types:**

* **Total Sales by Product**: Bar Chart or Treemap
* **Total Quantity Sold by Product**: Bar Chart
* **Average Discount by Product**: Bar Chart or Line Chart
* **Top Performing Products**: Bar Chart or Horizontal Bar Chart
* **Low Performing Products**: Bar Chart or Horizontal Bar Chart
* **Product Return Rate**: Bar Chart or Line Chart

**6. Regional Analysis Dashboard**

**Metrics & KPIs:**

* Sales by Region
* Profit by Region
* Orders by Region
* Top Products by Region
* Customer Distribution by Region

**Chart Types:**

* **Sales by Region**: Choropleth Map or Bar Chart
* **Profit by Region**: Choropleth Map or Bar Chart
* **Orders by Region**: Bar Chart
* **Top Products by Region**: Bar Chart or Treemap
* **Customer Distribution by Region**: Choropleth Map or Pie Chart