Key Findings, the Steps You Took, and Any Improvements or Future Enhancements Suggested

Key Findings:

- Sales by Region: The Sales by Region map displayed the highest revenue-generating regions and showed the potential for growth in each area.

- Top-Selling Products: The bar chart indicated the top-performing products by city, which can inform inventory management and promotional campaigns.

- Customer Type Demographics: The pie chart highlighted the primary customer type demographics by region, emphasizing which products to stock and tailor campaigns.

- Profitability by Product Category: The scatter plot and column plot tracked the Profitability by Product Category, displaying how the overall gross income vs. COGS between different product lines vary, which ultimately also affects the business profitability.

Steps Taken:

- Data Preparation: Integrated csv file into a single Power BI dataset.

- Visualization Creation: Created multiple visualizations showing relevant data such as Map, Bar Chart, Pie Chart, Donut chart, and Scatter Plot.

- Dashboard Design: Arranged the visuals in an easily readable format, mobile view was also done, creating a self-explanatory dashboard guide for first time users, to ensure easy navigation and user-friendly experience.

Improvements or Future Enhancements:

- Integration of external Business Intelligence Tools such as R or Python data analytics can create more advanced visualizations and precise data analysis.

- Analysing the effectiveness of promotions, inventory shortages, or pricing strategy would be insightful for future decision making.

- Obtaining more detailed customer ratings and feedback data can help direct further marketing investment and promotional strategy.

- Improved Data collection, that encompasses addressing known sampling biases, ensuring accurate data, and collecting customer feedback from additional channels such as social media feedback and questionnaires can enhance the available data set and insights.