

The dashboard provided several valuable insights into the supermarket's sales performance, product profitability, customer demographics, and regional performance. Here are some of the key insights gained from the data:

- **Top-Selling Products:** The dashboard identified the top-selling products across all regions, which would help the supermarket plan inventory levels and promotions for these products.
- **Customer Types Demographics:** The dashboard showed the breakdown of customer Types, and region. This information could help the supermarket tailor marketing and advertising campaigns to specific customer type segments.
- **Regional Performance:** The dashboard showed which regions were the most profitable and which ones had the highest sales growth, which would help the supermarket target its marketing and advertising efforts in those regions.
- **COGS vs Gross Income:** The scatter plot in the dashboard enabled the supermarket to visualize how different product categories are performing in terms of profitability. This can help the business make key decisions on pricing, cost optimization and product range.

Overall, the insights gained from the dashboard can help the supermarket make informed decisions that will grow its business and improve its profitability.