



Sales Performance Dashboard

Comprehensive analysis of sales transactions across customers, products, channels, and regions from 2017-2019.

OVERVIEW

Dataset at a Glance

Time Period

2017 – 2019

Transaction Level

Customer-level sales
records

Regional Coverage

Multiple cities and
locations

Multi-Channel

Distributor, Export,
Wholesale

Each row represents a complete sales transaction with revenue, profit, and quantity details for comprehensive business analysis.

Core Data Structure

The dataset captures essential transaction details across ten key columns, providing a complete view of each sale from order to profit.

Transaction Details

- Order Date
- Customer Name
- Product Name
- City
- Year

Financial Metrics

- Quantity
- Unit Price
- Total Revenue
- Total Profit
- Channel

DATA FIELDS

Key Column Breakdown



Order Date

Date of the sales transaction



Customer Name

Name of the customer



Product Name

Product sold in transaction



Channel

Distributor, Export, or Wholesale



City

Customer city and location



Quantity

Number of units sold

Financial Metrics Captured



Unit Price

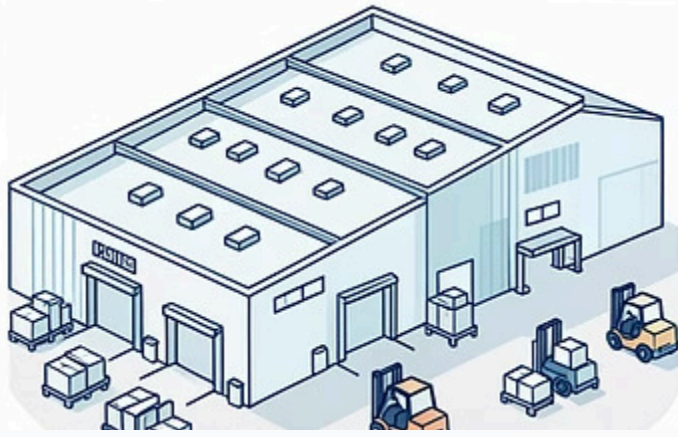
Price per individual unit sold

Total Revenue

Complete sales amount for the transaction

Total Profit

Profit generated from each sale



Multi-Channel Sales Coverage



Distributor

Partner network sales



Export

International markets



Wholesale

Bulk volume sales

Strategic Analysis Goals



Revenue & Profit Trends

Track financial performance over time



Top Customers

Identify highest-value accounts



Product Performance

Evaluate best-selling items



Channel Comparison

Analyze sales channel effectiveness



Year-Wise Analysis

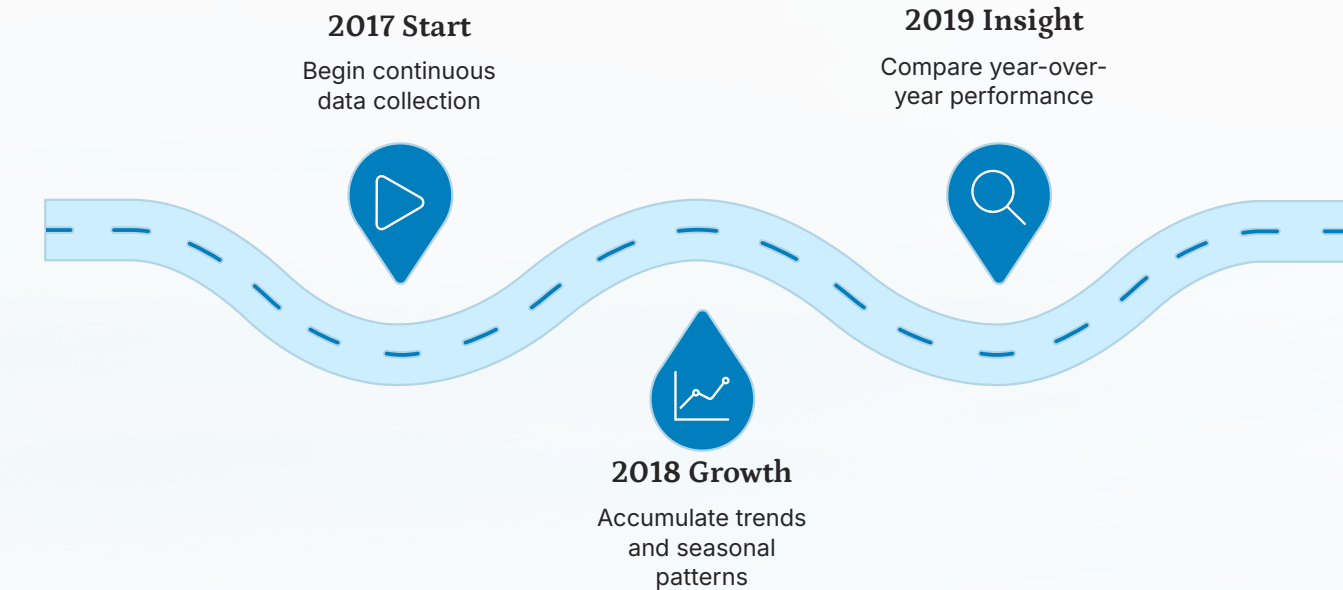
Understand annual business trends



Geographic Insights

Regional performance patterns

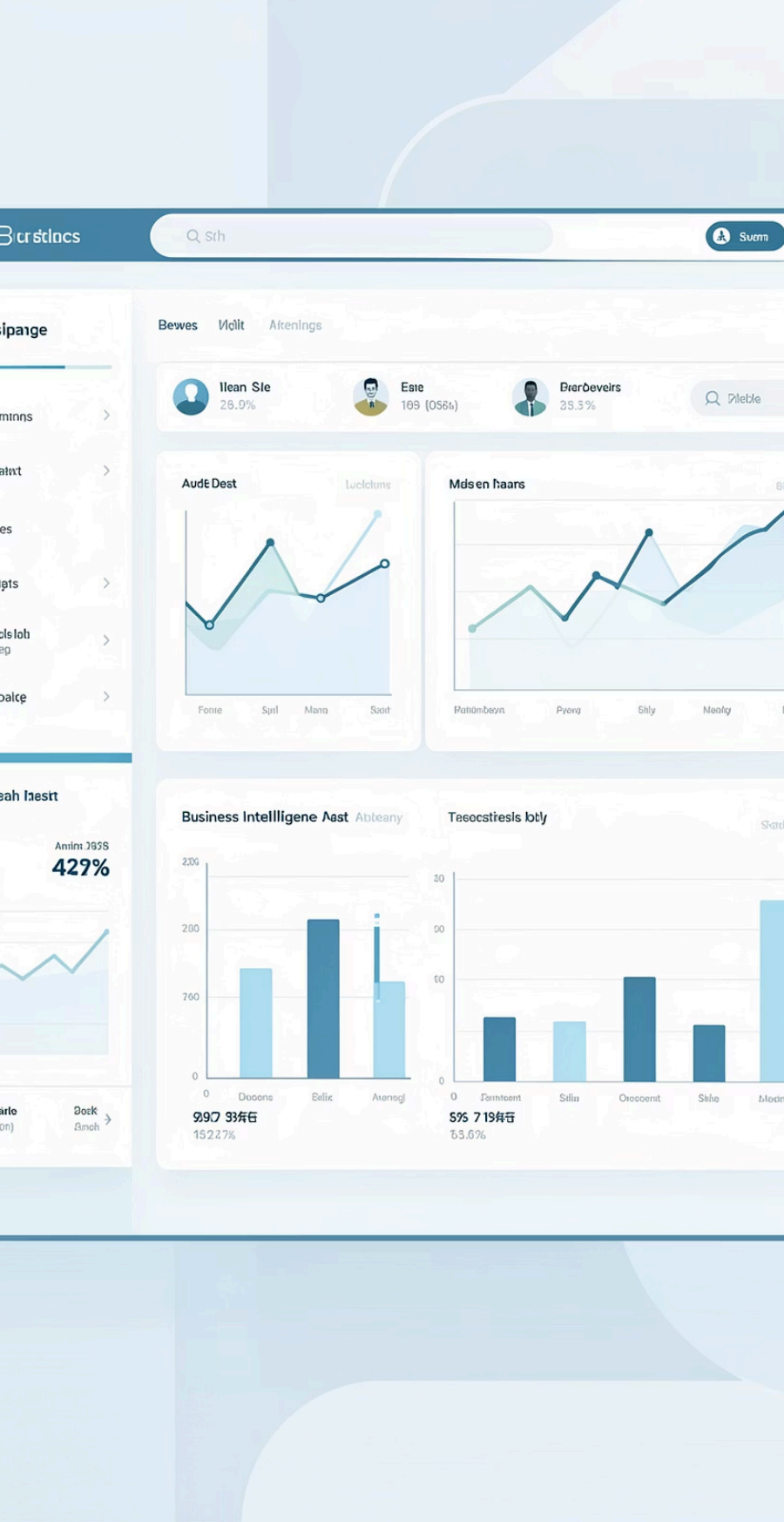
Three-Year Business Timeline



Comprehensive historical data enables trend identification and year-over-year performance comparison.

Multi-Year Advantage

Three years of transaction history provides robust insights into seasonal patterns, growth trajectories, and long-term customer behavior across all channels and regions.



Comprehensive Business Intelligence

This dataset empowers data-driven decision making across all business dimensions.



Customer Analysis

Understand buying patterns and identify key accounts



Product Optimization

Determine which products drive revenue and profit



Channel Strategy

Compare effectiveness across distribution methods

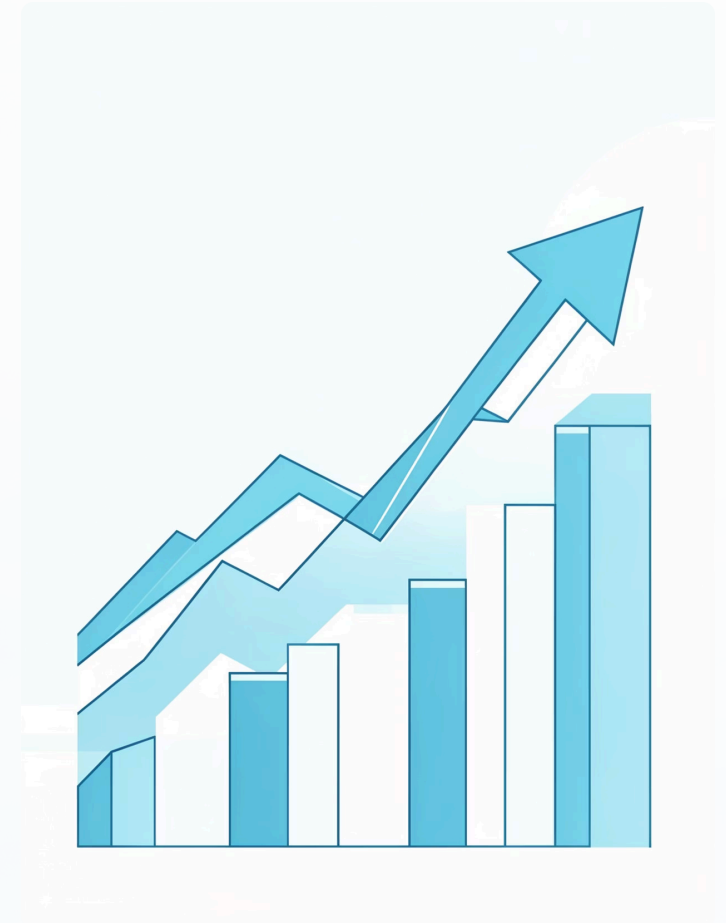


Regional Planning

Identify geographic opportunities and challenges

Ready for Deep Insights

With structured transaction data spanning 2017-2019, this dataset provides the foundation for comprehensive sales performance analysis.



Complete Transaction Records

Every sale captured with full financial and operational details

Multi-Dimensional Analysis

Examine performance across time, geography, channels, and products

Actionable Intelligence

Transform raw data into strategic business decisions