



# Sales Performance Dashboard



Segment

Consumer

Category

All



Total Sales

1.16M



Total Profit

134.12K



Profit Margin %

12.47

## Monthly Sales and Profit Trend

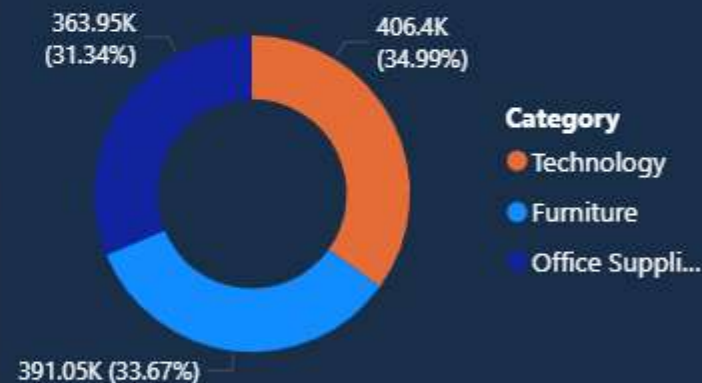
Sum of Sales Sum of Profit



## Profit by Region



## Sales by Category



This dashboard gives a quick snapshot of overall sales performance. The KPIs highlight key figures, the line chart shows monthly trends in sales and profit, and the region-wise bar chart reveals where the business is performing well. It helps track growth and spot areas for improvement.



# Sales Performance Dashboard



Segment

All

Category

All



Avg Discount %

15.62



Top Category

Technology



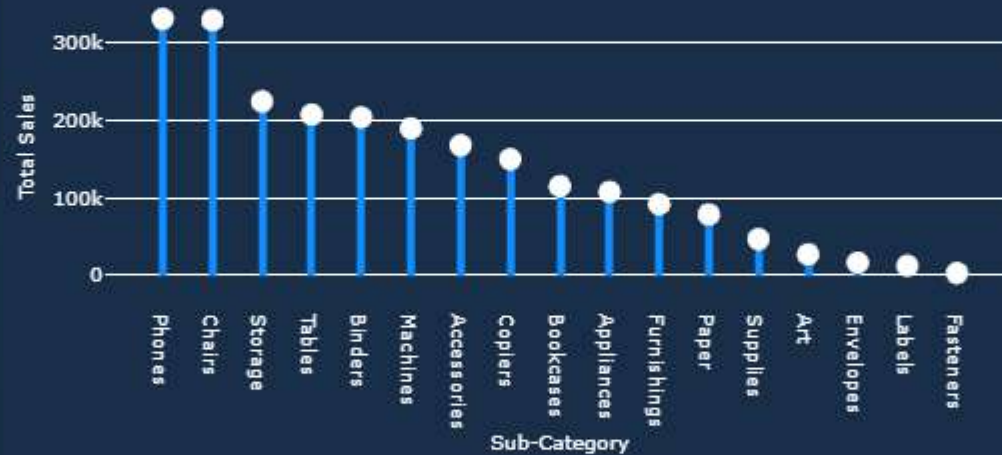
Top Segment

Consumer

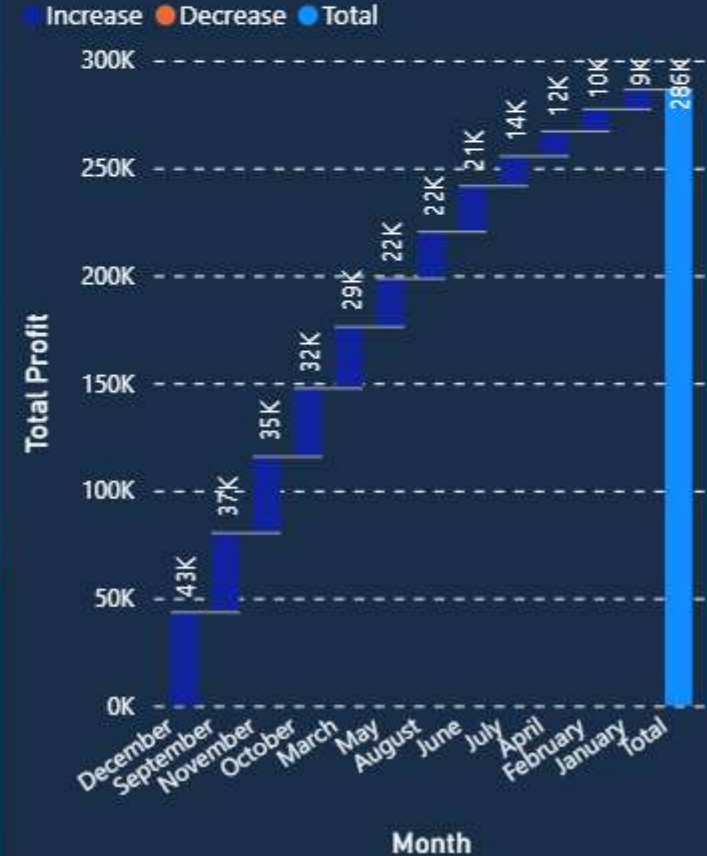
Profit Margin % by Segment



Total Sales by Sub-Category



Total Profit by Month



This dashboard presents key business insights with clean visuals. KPIs highlight Total Discount %, Top Category, and Top Segment. A Clustered Bar Chart compares segment-wise profit margins, the Lollipop Chart shows top sub-category sales, and the Waterfall Chart tracks monthly profit flow. It's non-repetitive, insight-driven, and professionally aligned. Interactive slicers allow users to filter data by Segment for a dynamic analytical experience.