Analysis and Recommendationss:

# KPI: Total CY Sales

1. Analyze the trend of total sales over time.
2. Identify any significant increases or decreases in sales.
3. If sales are consistently decreasing, investigate the potential causes such as changes in market conditions, competitive landscape, or product offerings.
4. If sales are increasing, explore the factors contributing to the growth, such as effective marketing strategies or new product launches.

# KPI: YOY Sales Growth

1. Calculate the year-over-year sales growth rate.
2. Analyze the trend of sales growth over time.
3. If the growth rate is positive, identify the factors that have contributed to the growth and determine how to sustain it.
4. If the growth rate is negative, investigate the reasons behind the decline and develop strategies to reverse the trend, such as improving marketing efforts, enhancing product features, or targeting new customer segments.

# Sparkline for CY Sales by Months

1. Create a sparkline chart to visualize the monthly sales data.
2. Identify the months with the highest and lowest sales.
3. Investigate the factors influencing the variations in sales and determine potential solutions.
4. For months with low sales, consider implementing promotional campaigns or offering discounts to stimulate demand.
5. For months with high sales, analyze the factors that led to success and replicate those strategies in other months or regions.

# KPI: Total CY Profit

1. Analyze the profitability of the business.
2. Identify any significant changes in profit over time.
3. Investigate the factors influencing the profitability, such as cost management, pricing strategies, or changes in product mix.
4. If the profit is declining, identify areas for cost reduction or explore opportunities to increase prices without negatively impacting sales.
5. If the profit is increasing, analyze the contributing factors and determine how to sustain or further enhance profitability.

# KPI: YOY Profit Growth

1. Calculate the year-over-year profit growth rate.
2. Analyze the trend of profit growth over time.
3. If the growth rate is positive, identify the drivers of profit growth and develop strategies to maintain the momentum.
4. If the growth rate is negative, identify the factors contributing to the decline and implement measures to improve profitability, such as cost optimization, efficiency improvements, or revenue diversification.

# Sparkline for CY Profit by Months

1. Create a sparkline chart to visualize the monthly profit data.
2. Highlight the months with the highest and lowest profits.
3. Analyze the reasons behind the variations in profit and identify areas for improvement.
4. Implement measures to enhance profitability, such as cost-cutting initiatives, product mix optimization, or pricing adjustments.

# Bee Graph to Show CY Sales and CY Profit by States:

1. Create a bee graph to compare sales and profit by states.
2. Identify states with the highest and lowest sales and profit.
3. Analyze the performance of different states and identify opportunities for improvement.
4. Determine the factors contributing to the success or challenges faced in specific states.
5. Develop strategies to capitalize on high-performing states and address issues in underperforming states.

# Monthly Measures by Segment:

1. Provide a dropdown menu to select different measures (CY Sales, CY Profit, CY Quantity) for analysis by segment.
2. Allow users to explore the performance of different segments based on the selected measure.
3. Analyze the monthly variations in sales, profit, and quantity across segments.
4. Identify segments with the highest and lowest performance and investigate the reasons behind the differences.
5. Develop targeted strategies to optimize sales, profit, and quantity for each segment.

# States Above and Below the Average Overall Sales and Profit:

1. Calculate the average sales and profit across all states.
2. Identify states that are performing above or below the average in terms of sales and profit.
3. Analyze the reasons for the variations and identify best practices from high-performing states.
4. Develop strategies to support states below the average in improving their sales and profit performance.
5. Share insights and recommendations with relevant stakeholders to drive actions at the state level.