**ABC Office Business Insights Report**

**Overview:** This Power BI report was created to provide a clear and actionable understanding of ABC Office's business performance. It is designed to enhance decision-making by offering insights into various aspects of the business, derived from six key datasets: Data, Orders, Customers, Products, Region, and Date.

**Report Structure:** The report is divided into three main pages:

1. **Executive Summary:**
   * This page provides an overview of the company's profitability. It includes visualizations such as:
     + Profit by Category: Highlights which product categories are most profitable.
     + Profit by Year vs. Target Profit: Shows how the company’s profit has performed relative to its targets over the years.
     + Profit by State: Identifies the most profitable regions.
     + A Yearly Slicer: Allows users to filter the data to see profit trends over specific time periods.
   * **Insights:**
     + The Technology category is the most profitable, followed by Office Supplies and Furniture.
     + Profit targets were not met in 2014, but were exceeded in subsequent years, with 2017 showing almost double the target profit.
     + New York and California are the states generating the highest profits.
2. **Product Analysis:**
   * This page focuses on analyzing product performance, with visuals including:
     + Average Discount by Sub-category: Highlights where the most discounts are given.
     + Sales, Quantity Sold, and Profit Line Chart: Tracks sales and profit trends over time.
     + Sub-categories Matrix: Compares sales and profit across different product sub-categories.
     + A Region Slicer: Enables users to view product performance across different regions.
   * **Insights:**
     + Binders receive the highest discounts, followed by Machines and Tables.
     + March 2017 was the most profitable month, despite November having the highest sales volume. The profit in November was 30% lower than in March.
3. **Order Analysis:**
   * This page provides a detailed view of order patterns, featuring:
     + Quantity Sold by Postal Code: A map showing sales distribution across the U.S.
     + Orders by Day of the Week: A bar chart identifying the busiest and slowest days for sales.
     + Quantity Sold by Segment: A bar chart comparing sales across different customer segments.
     + Average Days to Ship Over Time: A line chart tracking shipping efficiency.
   * **Insights:**
     + Monday is the busiest day for orders, followed by Friday, while Wednesday sees the fewest sales.
     + The average shipping time increased from 2014 to 2015 but improved from 2015 to 2017.

**Additional Analysis:**

* **Global Insights:**
  + A scatter plot was used to analyze global data, revealing that countries with lower life satisfaction (Life Ladder) are predominantly in Africa, while Europe has a higher concentration of countries with strong GDPs and higher life satisfaction.
  + A key finding is that there is a strong correlation between higher GDP and increased life satisfaction.
* **Key Influencers:**
  + The Key Influencers feature was used to determine factors that impact life satisfaction. Notably:
    - Lower corruption rates, higher social support, increased GDP per capita, and greater freedom all contribute to higher life satisfaction.
    - Two significant segments were identified where life satisfaction is likely to be higher:
      1. When GDP per capita is greater than 10.7 and social support exceeds 0.79.
      2. When GDP per capita is between 10.4 and 10.77, with social support greater than 0.79.