

In this dashboard, I tried to understand how the sales in our dataset performed over time and across different categories and regions. The visuals help tell the story in a simple way.

First, I looked at the **sales trend over the years**. The line chart shows that sales were not constant—they went up and down—but overall, they slowly increased from 2016 to 2017. This means the business was improving over time.

Next, I compared the two chains: **Bellings** and **Ready Wear**. The pie chart shows that both chains contribute almost equally, but Ready Wear performs slightly better. This helps us understand which chain is stronger.

Then I explored the **product categories**. Some categories like Women's, Men's, Accessories, and Shoes bring in more sales, while others like Hosiery and Juniors are lower. This gives a clear idea about what people prefer to buy.

I also checked the **buyer and profit information**. The dashboard shows the total buyers, total sales, gross profit, and profit percentage. One important observation is that the profit percentage is quite low, which means the business might need to reduce costs or adjust pricing.

The **map visual** helped me see which states contribute more. States like QLD and WA have higher numbers, while some states show less activity. This tells us where the business is stronger geographically.

Finally, the dashboard has **slicers** for State, Category, Chain, and Financial Year. These filters make it easy to explore specific sections and analyze different parts of the data more clearly.

Overall, the dashboard helped me understand that sales are growing, Ready Wear performs slightly better, some categories dominate the sales, and certain states play a bigger role. These insights can be useful for future decision-making.