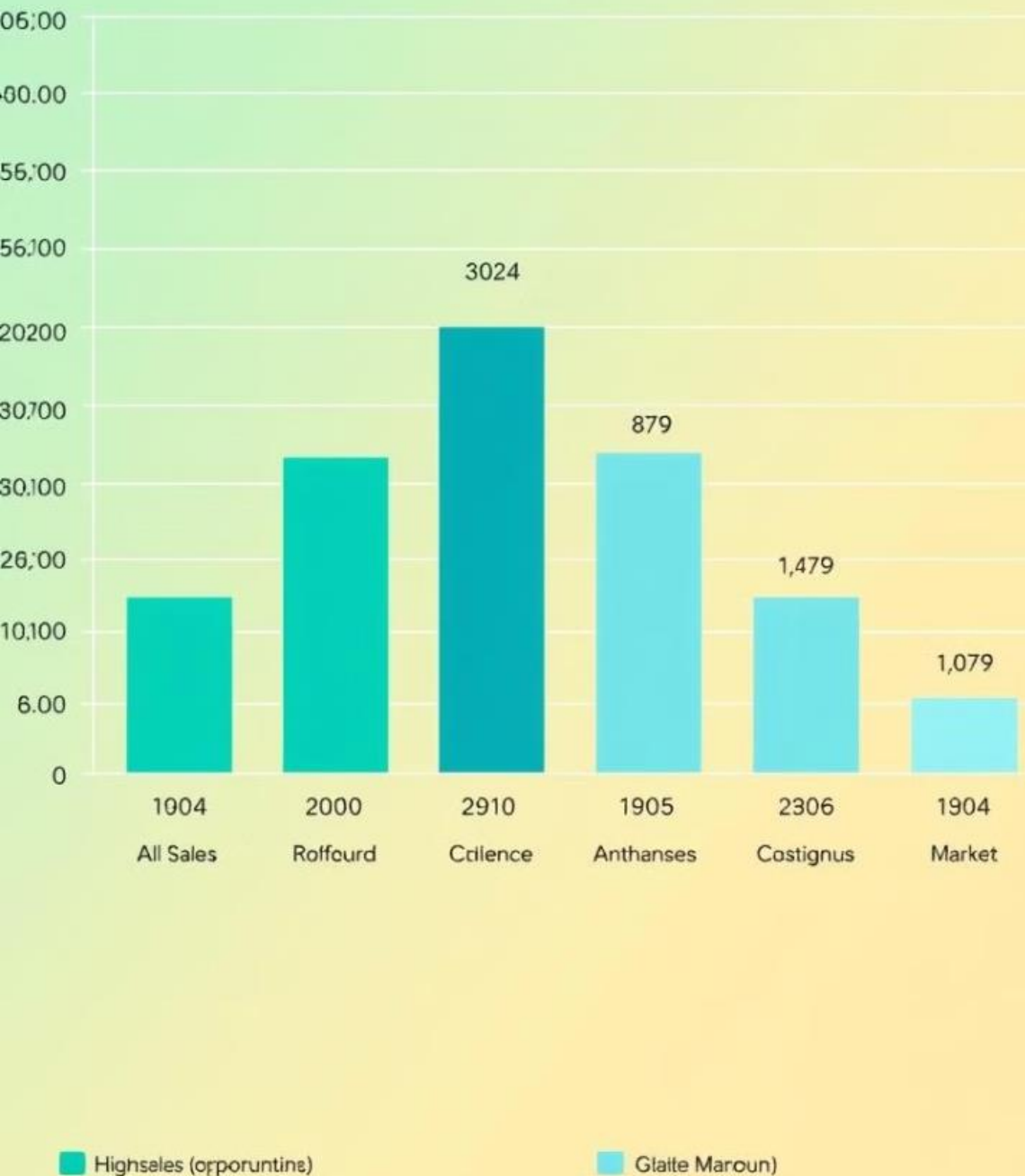




Sales controllable traceable:



Contoso Sales Trends: A Global Perspective

Power BI visualization provides insights into Contoso's regional sales performance.



5.00
2.00
1.00

Overall Sales Decline

1

2011-2013

Noticeable decline in overall sales.

2

Market Saturation

Possible cause for decline.

3

Economic Factors

Potential contributor to trend.



North America: Strong but Declining

Largest Market

Historically strong sales region.

Intensified Competition

Possible factor behind decline.

Shifting Preferences

Potential reason for decreased sales.



Asia: A Growing Market

1 Positive Growth

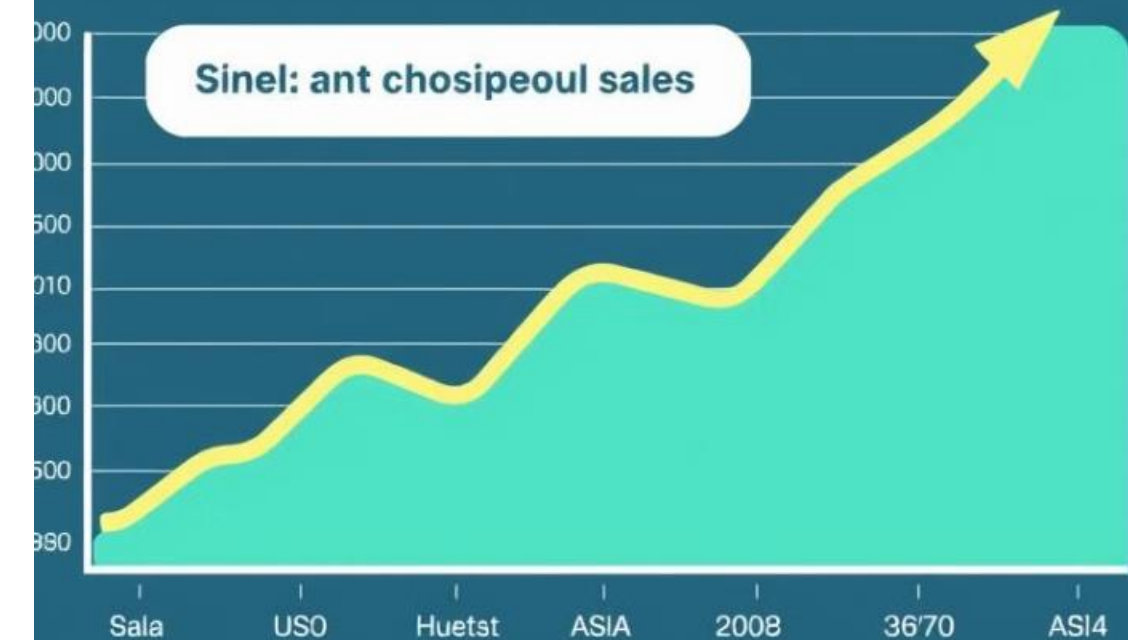
Upward trend in Asian sales.

2 Promising Focus

Potential for increased investment.

3 Regional Preferences

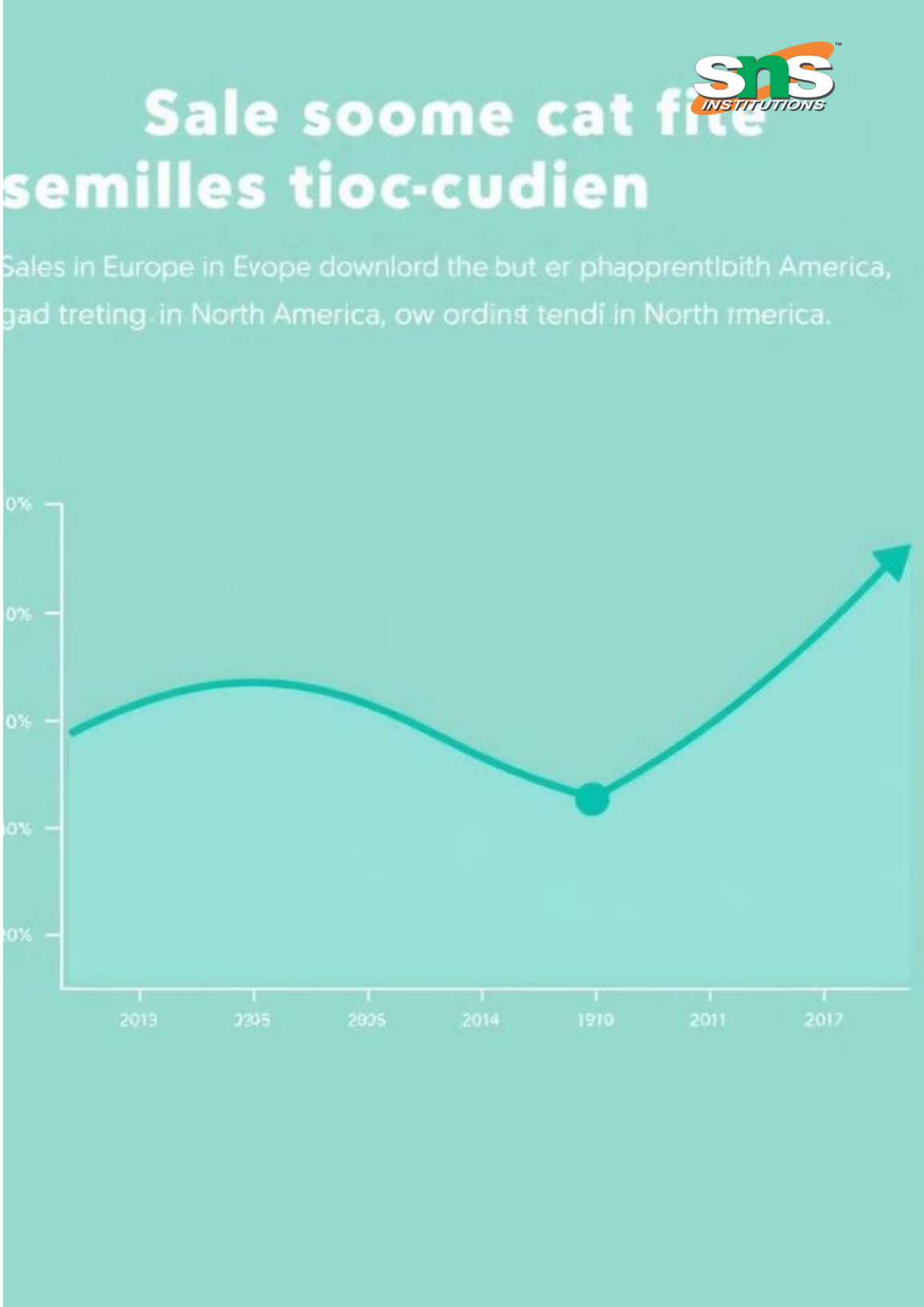
Tailoring products to local markets.





Europe: Challenges Ahead

Sales Trend	Potential Causes	Action Items
Downward Trend	Competitive Pressure	Analyze Market Dynamics
	Economic Factors	Review Regional Performance





Strategic Planning: Adapting to Trends

1

Prioritize Asia

Focus on growth and innovation.

2

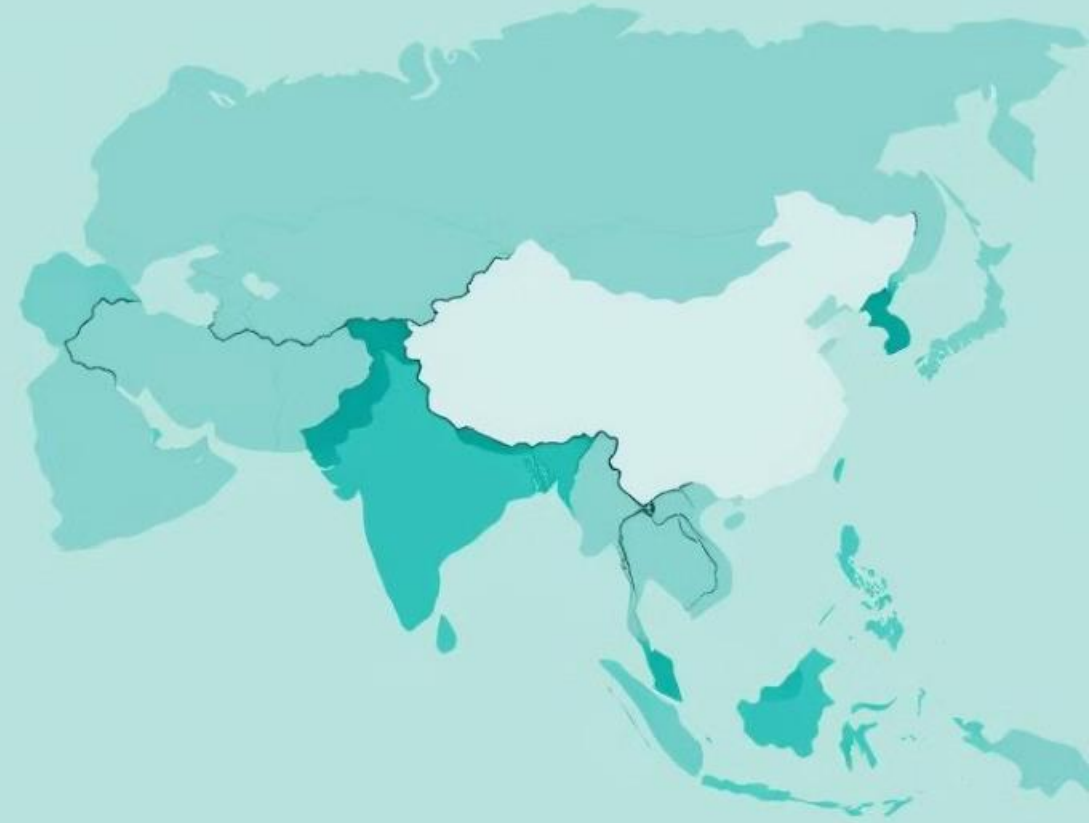
Revisit Strategies

North America and Europe.

3

Targeted Marketing

Capitalize on Asia's momentum.





Harnessing Data for Action

Regional Insights

Data-driven understanding of performance.

Strategic Refinement

Optimizing market approach.

Growth Opportunities

Identifying promising areas for expansion.



A Path Forward

Contoso can rebalance operations, refine market approach, and pursue growth.

