# DMart Sales Dashboard Outcome Analysis - 2024

## 1. Sales Overview

The DMart Sales Dashboard for 2024 provides an overview of sales performance across categories, segments, regions, and product sub-categories. The total sales recorded amount to ₹22,97,200.86, distributed across three main categories: Furniture, Office Supplies, and Technology.

## 2. Category and Segment Analysis

Sales are categorized into three primary divisions:  
- Technology: ₹8,36,154  
- Furniture: ₹7,42,000  
- Office Supplies: ₹7,19,047  
  
Segment-wise, the highest sales were achieved in the Consumer Segment at ₹11,61,401, followed by Corporate and Home Office segments.

## 3. Region and Ship Mode Analysis

Sales performance by region indicates:  
- West: ₹7,28,458 (Highest)  
- East: ₹6,78,781  
- Central: ₹5,01,240  
- South: ₹3,91,722  
  
Ship Mode analysis reveals that Standard Class contributed significantly with ₹13,58,216 in sales, followed by Second Class and First Class modes.

## 4. Top-Performing Sub-Categories

The leading product sub-categories driving sales are:  
- Phones: ₹3,30,007  
- Chairs: ₹2,28,449  
- Storage: ₹2,23,844  
  
Other notable sub-categories include Tables, Binders, and Machines, each contributing over ₹1,00,000 in sales.

## 5. Key Insights

The analysis highlights strong performance in the Technology category and significant contributions from the Consumer segment. West region and Standard Class shipping emerged as top performers. Focusing on high-demand sub-categories like Phones, Chairs, and Storage can further optimize sales growth.