

Sales Dashboard Summary

Executive Summary – Sales Performance Dashboard

This interactive dashboard provides a comprehensive analysis of sales data across time, products, regions, and categories. It empowers decision-makers with real-time insights to **optimize marketing, operations, inventory, and resource allocation.**

Key Features:

- **Upload-based interface:** Users can explore any sales dataset with a single upload.
 - **Dynamic filtering:** Interactive sidebar to filter by city and branch, enabling customized analysis per region.
 - **KPI visualizations:** Instant overview of revenue, orders, peak hours, product/category performance, and city-level contributions.
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Strategic Insights and Actions

1. Revenue Trends Over Time

- **Insight:** Revenue fluctuates daily, with visible peaks and slowdowns.
- **Action:** Boost marketing during peak days and investigate causes behind low-performance periods (e.g., promotions, supply issues).

2. Unique Orders Trend

- **Insight:** Tracks customer activity; days with many orders don't always yield high revenue.
- **Action:** Align staffing and inventory to match high traffic. Optimize pricing or packaging for small orders.

 **Note:** Several days show **low revenue per order**, suggesting potential cost inefficiencies. Explore minimum order values or bundling strategies.

3. 🛒 Top & Bottom Product Performance

- **Insight:** Top 10 products account for **\$5.7M+**, while bottom 10 barely generate **\$14K**.
- **Action:**
 - Keep bestsellers in stock and promote them in bundles.
 - Reevaluate underperforming products — consider discounts, repackaging, or discontinuation.

🎯 **Data Science Perspective:** Strong correlation between units sold and revenue suggests linear pricing. Consider A/B testing for price elasticity on mid-tier products.

4. 🌐 Branch and City Performance

- **Insight:** Revenue distribution varies significantly across regions.
 - **Jeddah** alone contributes **\$4.26M** — the top-performing city.
- **Action:**
 - Reallocate budget and stock to high-performing cities.
 - Expand targeted marketing in Jeddah while exploring growth strategies for weaker areas.

5. 🕒 Time-Based Analysis

- **Insight:**
 - Sales spike during certain **peak hours**.
 - Hourly trends vary by **city** and **day**.
- **Action:**
 - Adjust shift scheduling and promotional timing.
 - Optimize delivery routes and inventory flow per city's active hours.

6. 📊 Category-Wise Revenue

- **Insight:** The **meal category** alone drives **\$6.28M**, outperforming all others.
 - **Action:** Launch upselling, cross-selling, or loyalty programs centered around meal-related products.
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7. 📊 Pareto Distribution (80/20 Rule)

- **Insight:** A small portion of products generates most revenue.
 - **Action:** Refine product catalog to focus on the top-performing 20%. This increases margin efficiency and reduces overhead.
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🔗 Data-Driven Decision Framework

Area	Key Decision Lever	Recommendation
Marketing	Day-of-week & city-based peaks	Target campaigns to high-performing regions & hours
Operations	Staff & delivery scheduling	Align shifts with peak hours and locations
Product Strategy	Top/bottom product and category insights	Promote top performers, rework low contributors
Inventory	Unique order flow and product demand	Balance stock dynamically based on traffic patterns
Revenue Growth	Per-order value & Pareto optimization	Implement bundling, minimum order logic

✅ Conclusion

This dashboard not only uncovers **what happened** in your sales but guides **why it happened** and **what to do next**. As a Senior Data Analyst, I ensure that each visualization leads to **measurable business impact** — blending statistical rigor with strategic foresight.