Diamond Store — Sales Performance Dashboard Insights

Prepared for Stakeholders • 14 Aug 2025

# Executive Summary

This report summarizes insights from the Tableau dashboard for Diamond Store. Total sales are $181K with profit of $23K, across 296 orders and 247 customers. The analysis highlights regional imbalance, category-level margin differences, pronounced seasonality, and opportunities to improve customer retention.

# Problem Statement (from Company Documents)

* Marked variation in sales performance across regions.
* Potential customer churn concentrated within specific product categories.
* Uneven product profitability with several underperforming segments.
* Gaps in understanding time-series trends that affect planning and inventory decisions.
* Inconsistent data preparation processes leading to inefficiencies.

# KPI Snapshot

Sales: $181K

Profit: $23K (Margin ~12.7%)

Quantity: 3.05K units

Customers: 247

Orders: 296

Average Order Value (AOV): $611

Sales per Customer: $732.39

Orders per Customer: 1.20

# Regional Performance

West: 59%

East: 23%

South: 9%

Central: 8%

# Category Performance

Technology: Sales 73K, Profit 14K, Margin ~19%

Furniture: Sales 59K, Profit 8K, Margin ~13-14%

Office Supplies: Sales 49K, Profit 7K, Margin ~14%

# Key Insights

* Profit margin at ~12.7%, indicating room for improvement.
* Average orders per customer at 1.20 suggests low repeat purchasing.
* West region dominates sales; Central and South underperform.
* Technology category leads with highest margin; Furniture lags.
* Clear seasonal peaks in September and December.

# Recommendations

* Replicate West-region strategy in East; target growth in Central/South.
* Focus on Technology growth; improve Furniture margins.
* Introduce retention programs to boost repeat orders.
* Plan campaigns around seasonal peaks; run promos in quiet months.
* Create a margin monitoring dashboard; set promo guardrails.
* Standardize data preparation for reliable KPI tracking.