Dashboard Report: Sales Analysis

## 1. City-wise Sales Analysis

• Visual Description: A bubble chart displaying cities and their corresponding total sales.

• Insights:

• The size of each bubble represents the total sales in each city.

• The color coding distinguishes different cities.

• Los Angeles has the highest total sales, indicated by the largest bubble.

• New York City and San Francisco also have significant sales.

• Recommendations: Focus on strategies to further increase sales in high-performing cities like

Los Angeles, New York City, and San Francisco.

## 2. Monthly Trends Analysis

• Visual Description: A line chart illustrating trends in Quantity Ordered and Sales by month.

• Insights:

• Both Quantity Ordered and Sales show an upward trend over the months.

• July and November exhibit the highest sales figures.

• There is a positive correlation between Quantity Ordered and Sales.

• Recommendations: Consider investigating the factors contributing to the sales spikes in July and November for potential repeatable strategies.

## 3. Product-wise Sales Analysis

• Visual Description: A bar chart displaying sales for each product.

• Insights:

• Product 5 has the highest sales among all products.

• Products 2 and 3 also contribute significantly to total sales.

• Product 1 has the lowest sales.

• Recommendations: Focus on promoting and optimizing the sales of products with higher demand, such as Products 2, 3, and 5.

## 4. Product-specific Trends

• Visual Description: A combined bar and line chart illustrating trends in Sales and Quantity Ordered for a selected product.

• Insights:

• Each product's performance varies over time.

• Product 2 and Product 3 show consistent sales and quantity trends.

• Product 5 has seen a substantial increase in sales and quantity ordered.

• Recommendations: Investigate the factors contributing to the varying performance of individual products to identify opportunities for growth.

## Key Performance Indicators (KPIs)

• Number of Records: The total number of records in the dataset.

• Price Each Product: The average price for each product.

• Quantity Ordered: The total quantity ordered across all products.

• Total Sales: The overall sum of sales across all transactions.

## Summary

• The dashboard provides valuable insights into city-wise sales, monthly trends, product performance, and essential KPIs.

• Actionable recommendations include optimizing strategies for high-sales cities, exploring factors behind sales spikes in specific months, and focusing efforts on promoting products with higher demand.