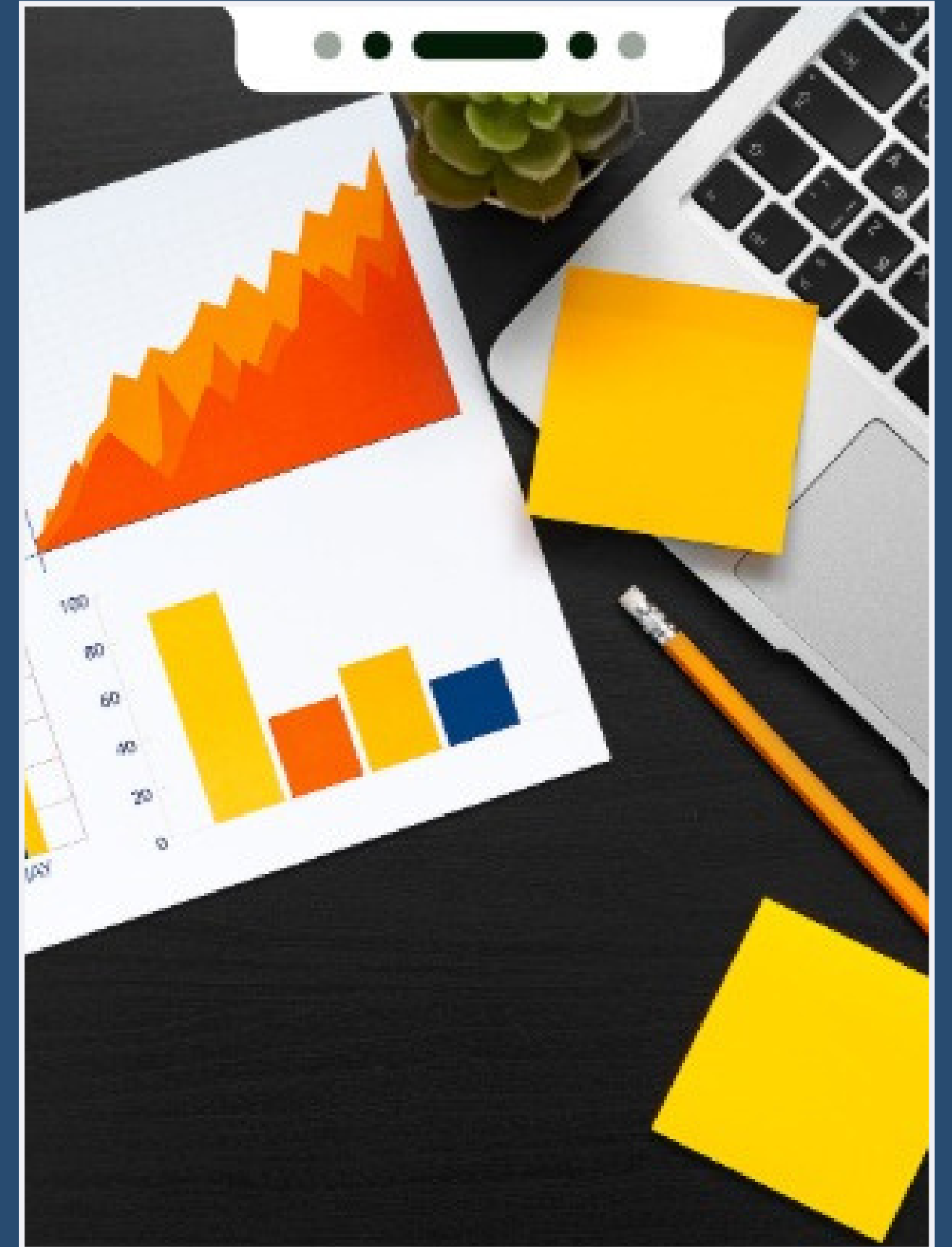


Interactive Sales Dashboard

An Overview of Key Business Insights



Sales Performance Insights

Turning Raw Sales Data into Strategic Action

Visualizing Key Metrics

Leveraged sales data to build a dynamic dashboard that clearly presents high-level performance indicators such as total sales, total profit, and discounts offered — providing instant insight into business health.

Performance by Product Category

Analyzed sub-categories like Phones, Chairs, and Storage, which emerged as top contributors to sales. This helps identify high-performing product lines and areas needing attention.

Customer Segment Analysis

Segmented data by customer type — Consumer, Corporate, and Home Office. Corporate customers account for the highest sales share, revealing potential for targeted retention and upselling strategies.

Geographical Sales Insights

Mapped sales across East, West, Central, and South regions. East leads with the highest sales volume, while Central shows potential for growth, guiding regional focus for future campaigns.

Time-Series Trends

Included visual breakdowns of sales and profit over time. Year-wise growth from 2018 to 2021 shows consistent improvement, while daily sales tracking highlights seasonal trends and spikes.

Interactive Filtering

Integrated slicers and filters allow real-time drill-down by year, region, segment, and category — enhancing decision-making by offering flexible views for different business needs.

Sales Report Dashboard

22,97,200.86

Sum of Sales

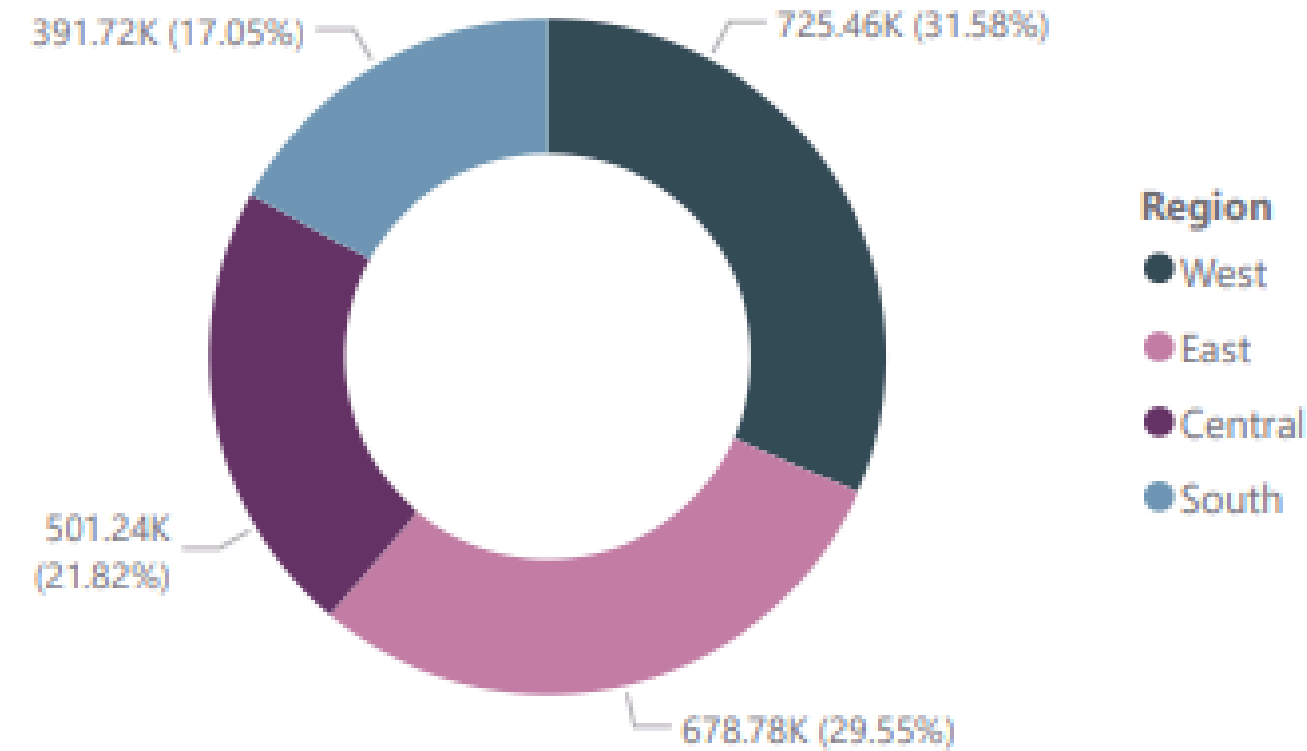
2,86,397.02

Sum of Profit

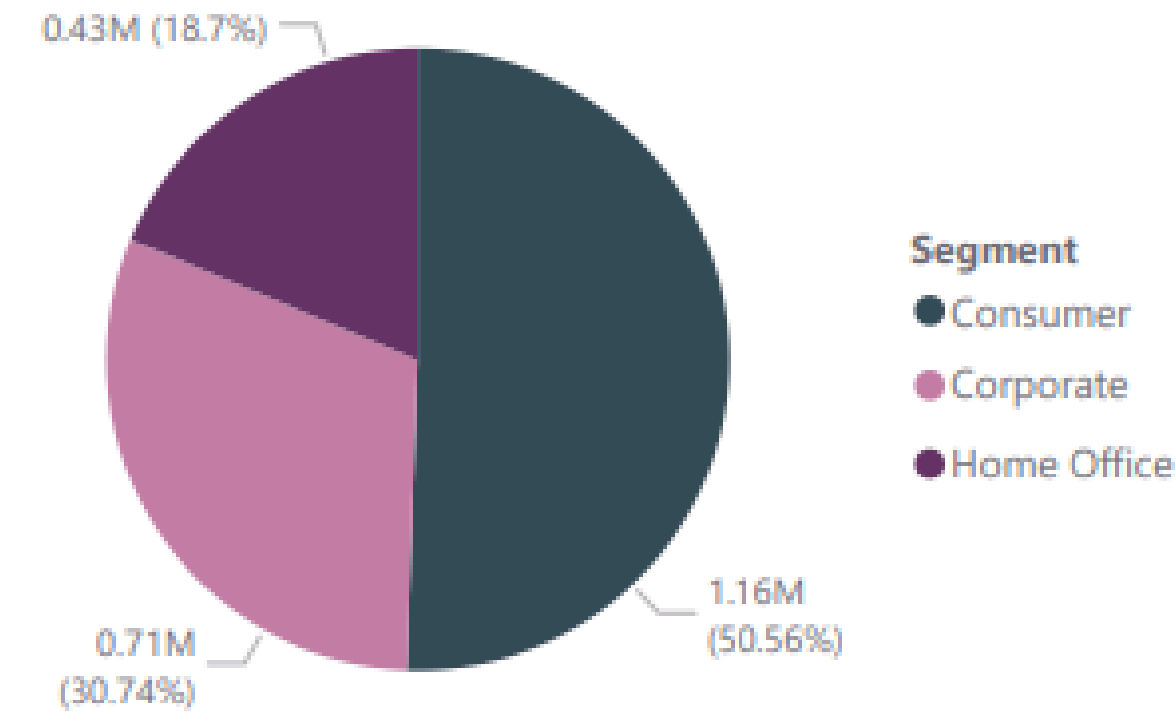
1,561.09

Sum of Discount

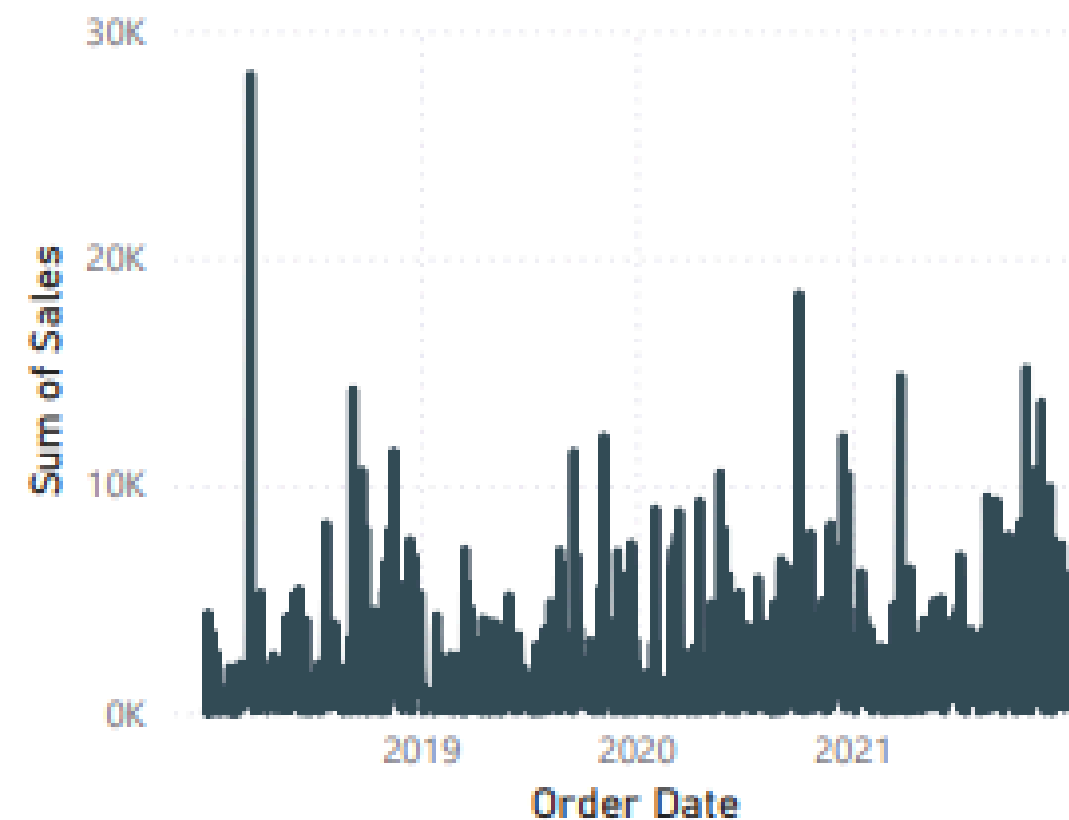
Sum of Sales by Region



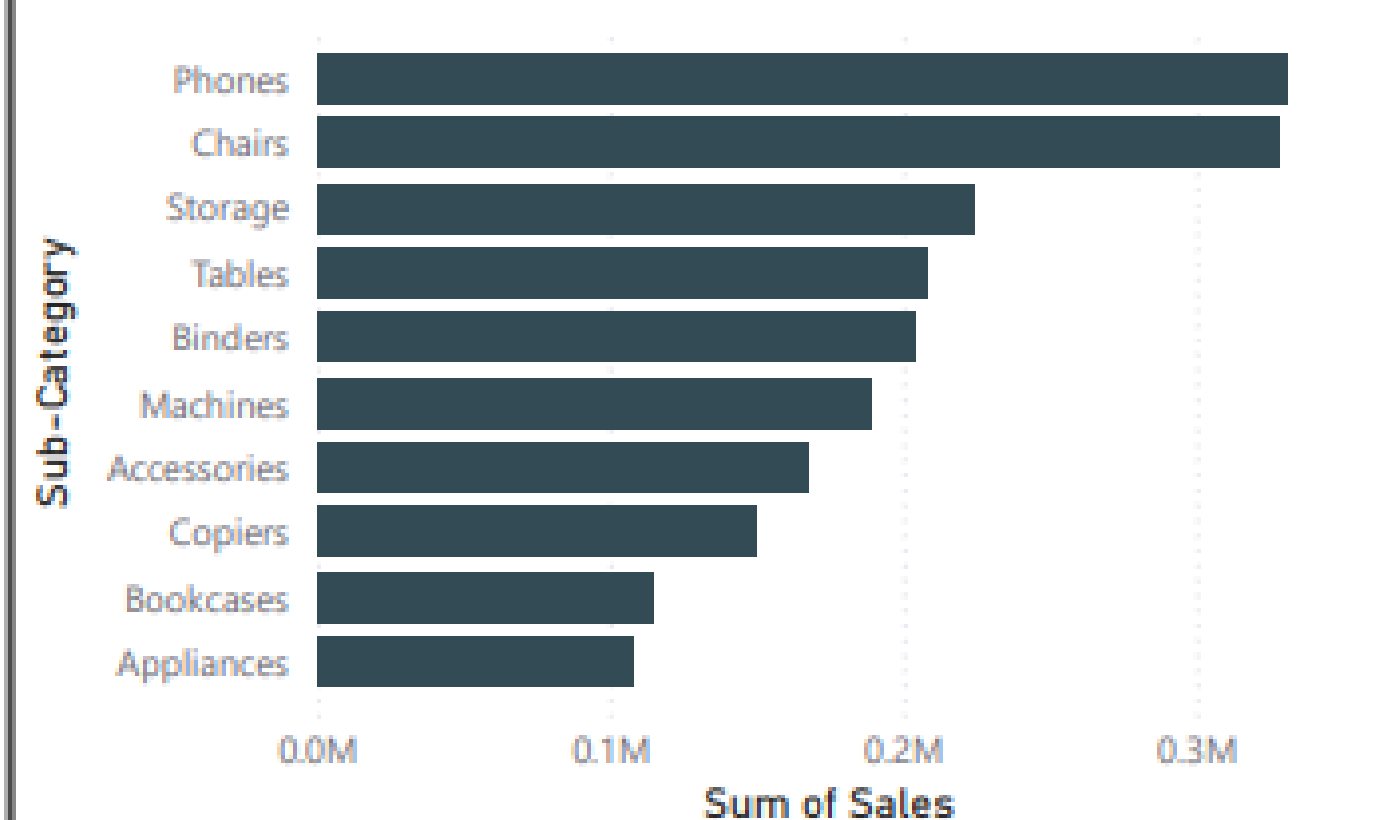
Sum of Sales by Segment



Sum of Sales by Order Date



Sum of Sales by Sub-Category



Sum of Profit by Year



Dashboard Summary: Sales Performance Analysis

Overview,

This interactive dashboard provides a comprehensive analysis of the company's sales, profit, product performance, and market reach, helping stakeholders make data-driven decisions

Key Metrics (KPIs) :

Total Sales: ₹22,97,200.86

Total Profit: ₹2,86,397.02

Total Discount Given: ₹1,561.09

Product Performance

Top Seller: Phones dominate the sub-category sales, followed by Chairs and Storage.

Sales Distribution: Significant difference between top and low-selling sub-categories.

Underperformers: Fasteners, Labels, and Envelopes show the lowest sales figures.

Stakeholder Insights

- Spot top-selling and low-performing product categories.
- Evaluate which customer segments drive the most revenue.
- Understand regional performance to plan marketing and inventory.
- Use year-over-year growth to forecast and plan strategically.
- Enable informed, data-driven business decisions through an easy-to-read interface.

Dashboard Features :

- Cards to display totals for Sales, Profit, and Discount.
- Bar Chart showing Sub-Category-wise Sales.
- Line Chart for Year-wise Profit tracking.
- Pie and Donut Charts for Segment and Region-level analysis.
- Line Chart to track daily Sales by Order Date.
- Consistent Color Theme used across visuals for better readability.
- Interactive Filters/Slicers can be added for deeper drill-down (optional).

Thank You