Sales Analysis Dashboard Executive Summary

This Sales Analysis Dashboard provides an in-depth view of the performance metrics for an e-commerce business. The analysis encompasses total orders, revenue, customer spending behavior, product performance, and regional trends.

Key Highlights:

1. **Total Orders and Revenue**:

   o **Total Orders**: 1,000 orders.

   o **Total Revenue**: ₹35,20,984.

   o **Average Customer Spending**: ₹3,520.98 per order.

2. **Operational Efficiency**:

   o **Average Days Between Order and Delivery**: 5.53 days.

3. **Revenue by Occasion**:

   o The **highest revenue** is observed for **Anniversary** and **Birthday** occasions, showcasing strong seasonal demand for specific events.

   o **Diwali** and **Valentine's Day** also contribute significantly to revenue, indicating opportunities to further leverage festive promotions.

4. **Revenue by Product Category**:

   o **Top-performing categories**: Cakes, Mugs, and Plants lead revenue generation.

   o Emerging categories like **Soft Toys** and **Sweets** show growth potential.

5. **Revenue by Time (Hourly)**:

   o Peak revenue occurs between **12 PM and 4 PM**, suggesting customer activity is highest during these hours.

   o This insight can optimize marketing and operational strategies, such as targeted advertising and resource allocation.

6. **Top 5 Products by Revenue**:

   o **Magman Set** and **Quia Gift** are the top revenue-generating products, followed closely by **Deserunt Box** and **Dolores Gift**.

   o These products highlight customer preferences and should remain central to marketing campaigns.

7. **Revenue by Month**:

   o Revenue peaks during **March** and **December**, aligning with key occasions like festivals and year-end celebrations.

   o **April** and **June** show lower performance, presenting opportunities to introduce promotions or campaigns to drive sales.

8. **Top 10 Cities by Orders**:

   o **Imphal** and **Hardwar** lead in the number of orders, with other cities like **Dhanbad** and **Bidhan Nagar** showing significant contributions.

   o The geographic data enables targeted regional strategies to maximize penetration in high-performing and untapped cities.

This dashboard provides actionable insights that can guide strategic decisions to enhance overall performance, align operational efforts, and maximize profitability.