**Sales360 Dashboard**

**Project: Rivulet India Private Limited – Product, Place & Occasion Dashboard**

**Objective:**

This dashboard aims to provide a **360° analytical view** of product sales across various dimensions such as **product types, cities, categories, occasions, months, and days**. It helps stakeholders understand sales trends, high-performing products, and purchase behavior over time.

**Key Metrics:**

* **Total Sales Revenue:** ₹6,315,208.00
* **Total Orders Processed:** 1,000
* **Data Period:** One Financial Year

**Top Performing Products (by Revenue):**

| **Product** | **Revenue (₹)** |
| --- | --- |
| **GoldRing** | ₹2,119,282.00 |
| **KnifeSet** | ₹318,679.00 |
| **MixerGrinder** | ₹830,416.00 |
| **SmartWatch** | ₹584,752.00 |

*GoldRing* significantly outperformed all other products in terms of revenue, showing strong customer demand in jewellery.

**Top Cities by Sales:**

| **City** | **Revenue (₹)** |
| --- | --- |
| **Delhi** | ₹519,939.00 |
| **Mumbai** | ₹451,766.00 |
| **Hyderabad** | ₹353,863.00 |
| **Kolkata** | ₹272,971.00 |

Delhi leads in overall sales volume, followed by metro cities like Mumbai and Hyderabad.

**Sales by Product Category:**

* **Jewellery:** 47% of total sales
* **Kitchenware:** 24%
* **Electronics:** 17%
* **Home Decor & Soft Toys:** 12%

Jewellery dominates the sales mix, indicating higher customer spending in luxury/premium segments.

**Sales by Occasion:**

Top-performing occasions:

* **Birthday**
* **Wedding**
* **Housewarming**
* **Anniversary**

Occasion-based buying (esp. weddings and birthdays) is a major sales driver.

**Sales Trend by Month:**

* Highest sales in **November** (₹1,032,763.00) and **December**
* Strong performance in **April**, **August**, and **February**
* Lowest in **June** and **March**

November peak may indicate Diwali or seasonal gifting surge.

**Sales by Day of the Week:**

* **Saturday** has highest revenue (₹970,320.00)
* Followed closely by **Tuesday**, **Sunday**, and **Wednesday**
* Lowest sales on **Thursday**

Weekend and early-week days are hot periods for transactions.

**Dashboard Interactivity:**

* Dynamic **Slicers** allow real-time filtering by:
  + **Category**
  + **Product Name**
  + **Day of the Week**
  + **Month**
  + **Occasion**

Enables quick insights and ad hoc analysis for decision-makers.

**Business Insights & Recommendations:**

1. **Focus Marketing on Top Cities:**  
   Target Delhi, Mumbai, and Hyderabad with local promotions and exclusive campaigns.
2. **Leverage High Revenue Products:**  
   Bundle or promote high-selling items like GoldRing, SmartWatch, and MixerGrinder.
3. **Boost Occasion-Based Sales:**  
   Create customized offers around birthdays, weddings, and housewarming seasons.
4. **Promote in Peak Months:**  
   November and December show festive surges — ideal for launching new collections or mega offers.
5. **Utilize Weekends Strategically:**  
   Push flash sales or limited-time deals on Saturdays and Sundays to capitalize on user activity.

**Conclusion:**

This dashboard provides a comprehensive view of business performance, empowering Rivulet India to make data-driven decisions across product planning, marketing, and customer engagement. It bridges the gap between sales numbers and real customer behavior.