

Sales Performance Analysis Report

Key Findings:

1. YoY Growth & Sales Trends

- **Finding:** Sales grew **22%** YoY (2023: 18,500 vs. 2022: 15,200).
- **Chart:** Line chart showing monthly sales for 2022 vs. 2023.
- **Insight:** Peaked in **December 2023** (\$2,500) due to holiday demand.

2. Regional Performance

- **Finding:** **North** region has the **highest profit margin (36%)** due to efficient logistics.
- **Chart:** Column chart comparing regional profit margins.
- **Insight:** West has the lowest margins (15.6%) due to high return rates.

3. Product Category Analysis

- **Finding:** **Electronics** drives **42% of total sales**, led by *Laptops (1,200)* and *Phones (800)*.
- **Chart:** Horizontal bar chart for product category sales.
- **Insight:** Clothing has the **highest margins (37%)** but low sales volume.

4. Sales Channel Breakdown

- **Finding:** **Online** channels contribute **53.9% of sales** with a **30% avg. margin**.
- **Chart:** Pie chart for channel contribution.
- **Insight:** Offline channels have lower margins (46.1%) but drive bulk Furniture sales.

5. Top Products

- **Finding:** Top 5 products by profit:
 1. **Laptops** (\$300)

2. Sofas (\$200)
3. Phones (\$200)
4. Dining Table (\$200)
5. Gaming Console (\$150)

- **Chart:** Bar chart with product names and profit values.

6. Outliers

- **Finding:** Socks and USB Drives have **50% margins** (niche, low-cost items).
- **Chart:** Scatter plot (Sales Amount vs. Profit Margin).

Dashboard Screenshot:

