

# Executive Summary: Sales Analysis Dashboard

## 1. Overview

This dashboard provides a detailed sales analysis for the business, showcasing revenue trends, product and city performance, and order patterns. Key metrics, visualized through charts and graphs, enable decision-makers to identify high-performing categories, peak sales periods, and customer preferences.

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## 2. Key Performance Indicators (KPIs)

- **Total Revenue: 3,520,984**
- **Average Revenue: 3,520.984**
- **Average Difference Between Delivery and Order Date: 5.53 Days**

These metrics highlight the business's overall performance and delivery efficiency.

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## 3. Revenue Analysis

### 1. Revenue by Occasion:

- Top occasions contributing to revenue include **Anniversary** and **Raksha Bandhan**, with significant performance across **All Occasions**.
- **Valentine's Day** and **Birthday** also contribute moderately.
- Occasions like **Diwali** and **Holi** show potential for growth.

### 2. Revenue by Category:

- **Colors** lead as the top revenue-generating category, significantly outperforming other products.
- **Soft Toys** and **Sweets** show consistent performance.
- Categories such as **Mugs** and **Plants** contribute relatively less, presenting opportunities for promotion.

### 3. Revenue by Month:

- **February** and **September** recorded the highest revenues (**704,509** and **737,889** respectively), likely driven by seasonal occasions (e.g., Valentine's Day, Raksha Bandhan).
  - **July** and **December** reflect slower sales, indicating off-peak periods.
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## 4. Product Performance

### ● Top 5 Products by Revenue:

- Leading products include **Deserunt Box**, **Dolores Gift**, and **Hannas Pack**, each generating over 100,000 in revenue.
- **Quia Gift** and **Magnam Set** show solid contributions but remain below the top-performing products.

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## 5. Order Analysis

### 1. Top 10 Cities by Orders:

- Cities such as **Bhopal**, **Dhanbad**, and **Kavali** show strong order volumes.
- **Dibrugarh** and **Bidhan Nagar** also demonstrate significant order contributions, highlighting regional sales strengths.

### 2. Revenue by Hour (Order Time):

- Sales peak between **6 AM to 12 PM**, indicating higher customer activity in the morning.
  - There is also a minor surge observed between **6 PM to 8 PM**, showing secondary peak hours.
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## 6. Filters and Customization

The dashboard includes interactive filters for:

- **Order Date:** Select specific months for analysis (2023).
  - **Delivery Date:** Focus on deliveries in 2024.
  - **Occasion:** Analyze revenue trends for selected occasions like **Anniversary**, **Birthday**, **Diwali**, and others.
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## 7. Insights and Recommendations

### 1. Optimize Peak Periods:

- Enhance promotions and campaigns during **February** and **September** to maximize revenue.
- Develop targeted strategies for **July** and **December** to improve off-peak sales.

### 2. Focus on High-Performing Products:

- Promote top products such as **Deserunt Box** and **Dolores Gift** to further drive sales.
- Cross-sell underperforming categories like **Mugs** and **Plants** with high-demand products.

### 3. City-Specific Strategies:

- Prioritize marketing efforts in cities with high order volumes like **Bhopal** and **Dhanbad**.
- Launch awareness campaigns in lower-performing regions to expand the customer base.

### 4. Leverage Time-Based Insights:

- Schedule promotions and advertisements during **morning peak hours (6 AM - 12 PM)**.
- Consider evening campaigns to capitalize on secondary peak times.

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## Conclusion

This dashboard provides a comprehensive analysis of revenue trends, product performance, and customer behavior. By focusing on high-performing occasions, optimizing product categories, and leveraging regional and time-based insights, the business can drive further growth and enhance overall performance.