



Marbella Christmas Market Analysis

INTRODUCTION

1] Sales Performance Dashboard: This dashboard is a powerful tool to monitor revenue trends and identify key drivers of growth. By showcasing metrics such as sales trends, top-performing products, and location-wise sales distribution, it enables businesses to identify profitable products, optimize inventory, and focus on high-performing regions. Interactive features like filters for categories, store IDs, and order types add flexibility to the analysis.

2] Customer Demographics and Behavior Dashboard: Understanding customers is vital for long-term success. This dashboard presents customer demographics, including age groups, gender distribution, and geographic location, alongside behavioral patterns like online vs. in-store shopping preferences and return rates. These insights allow businesses to segment their audience effectively and develop tailored marketing strategies.

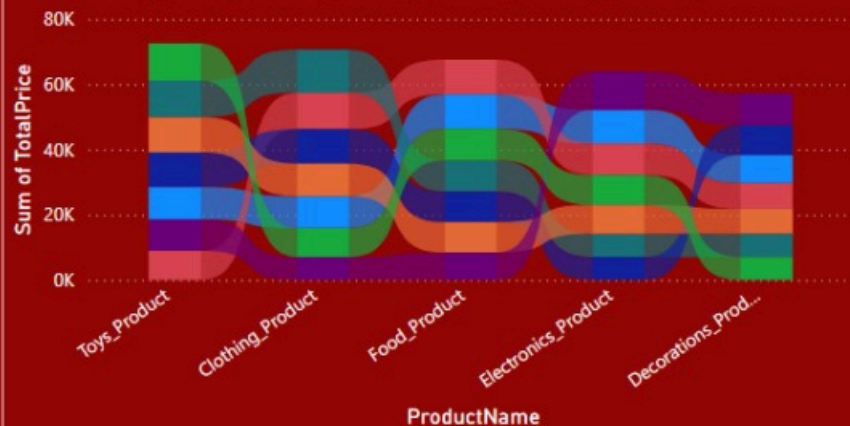
3] Operational Efficiency Dashboard: Efficient operations are the backbone of customer satisfaction and profitability. This dashboard focuses on key operational metrics such as delivery times, payment method preferences, shipping trends, and gift-wrapping frequency. Visual tools like heatmaps and bar charts highlight areas for improvement, ensuring businesses maintain high service standards.

4] Promotions and Events Dashboard: Marketing campaigns and events play a significant role in driving sales and enhancing customer satisfaction. This dashboard evaluates the impact of promotions and discounts, correlates events with sales performance, and examines the influence of weather on buying behavior. By exploring the relationship between customer satisfaction and promotions, businesses can refine their marketing strategies to maximize impact.



Top 7 Location Wise Product Sale

Location ● City_1 ● City_12 ● City_13 ● City_15 ● City_17 ● City_18 ● City_4



Total Sales
900.86K

Total Unit Price
297.58K

Average Discount
7.10

Sales Performance Analysis



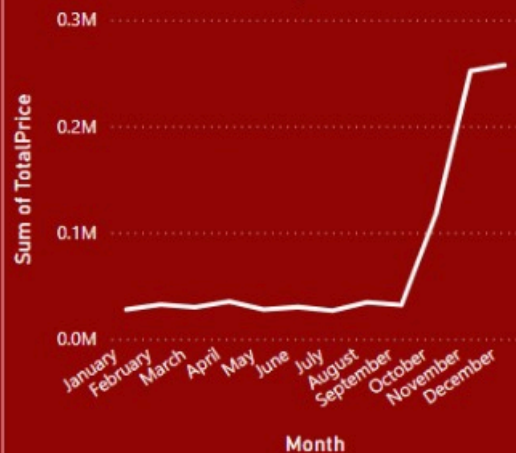
Product Type

All

Payment Type

All

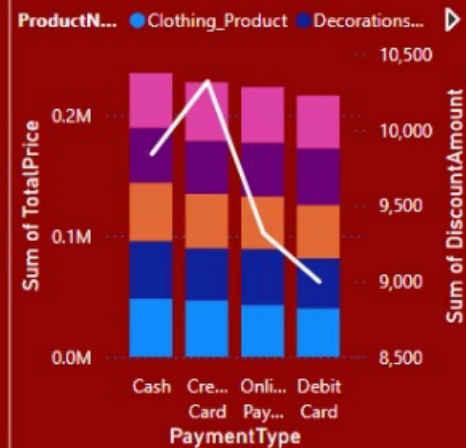
Sales Trend by Month



Category Sales Breakdown



Payment By Total Sales Discount

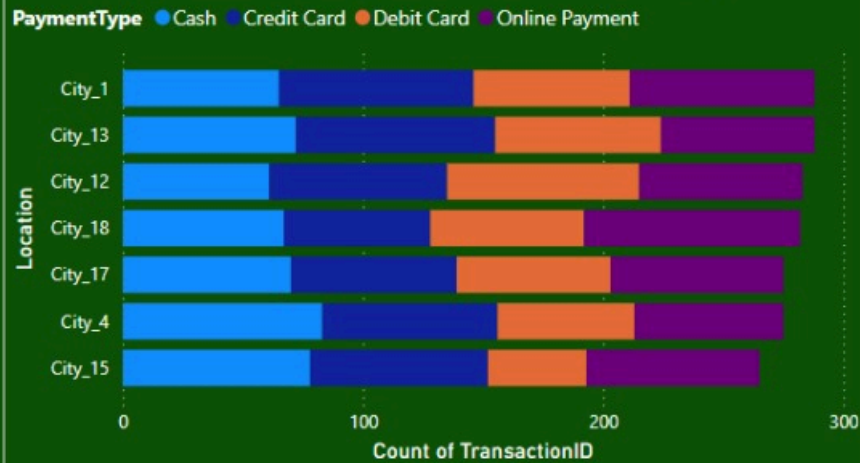


Category

Select all	Clothing
Decorations	Electronics
Food	Toys



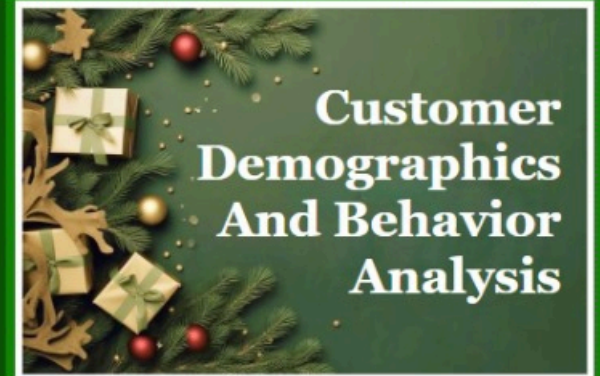
Top 7 Location Wise Payment mode vs. In-Store Orders



Transaction
5.42K

AVG Satisfaction
2.99

AVG Customer Age
44



Customer Demographics And Behavior Analysis

Gender

All

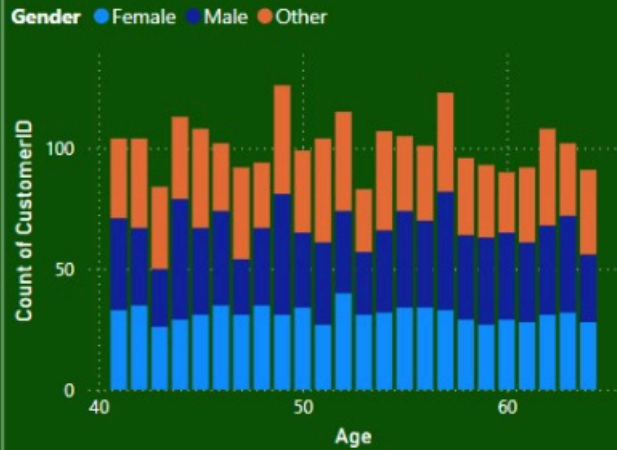
Payment Type

All

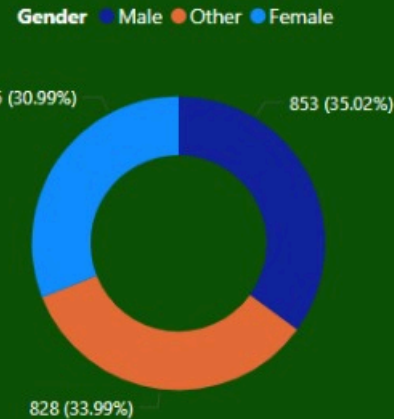
Location

All

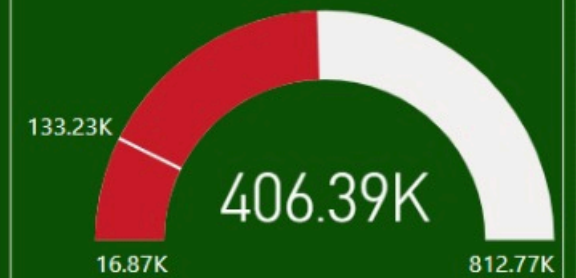
Customer Age Groups



Gender Distribution



Discount Impact on Total Price





Delivery Times And Quantity By Location



Count Of GiftWrap

5418

Gender

Select...

Female

Male

Other

Shipping

All

Location

All

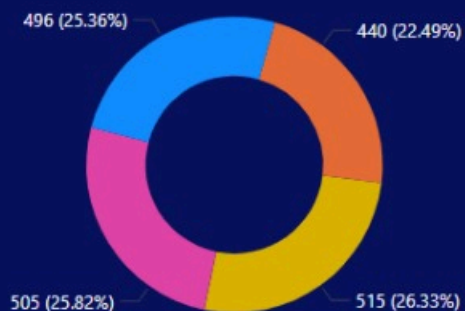
Gift Wrap

All



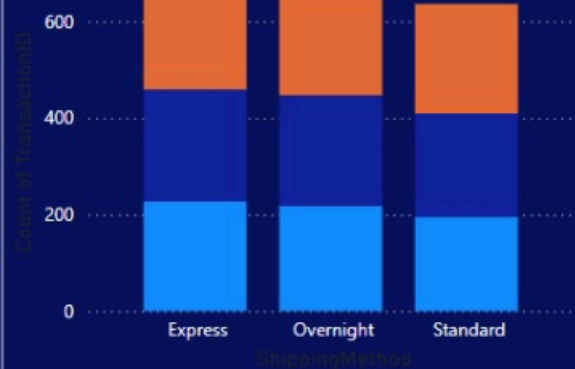
Popular Payment Methods

PaymentType ● Credit C... ● Online P... ● Cash ● Debit C...



Shipping Method Preference

Gender ● Female ● Male ● Other

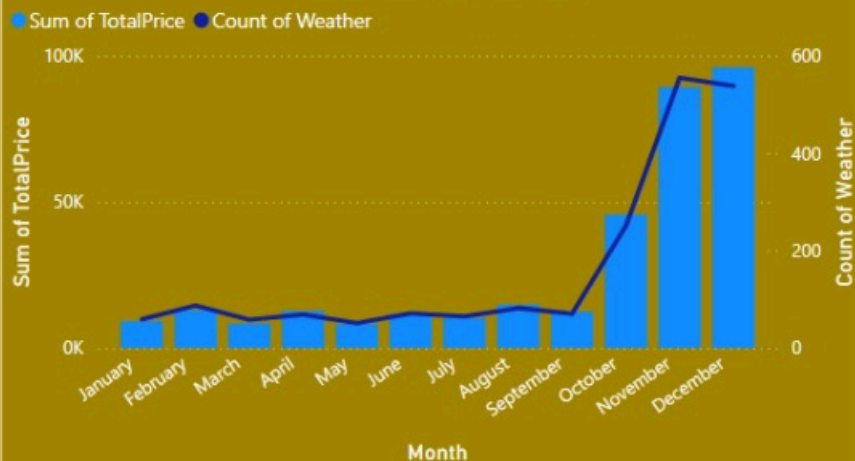


Gift Wrap Trends





Weather Impact on Sales



Top Event
Black Friday

Promotion Usage
2670

Weather-Based Sales
Rainy



Promotions And Events Analysis

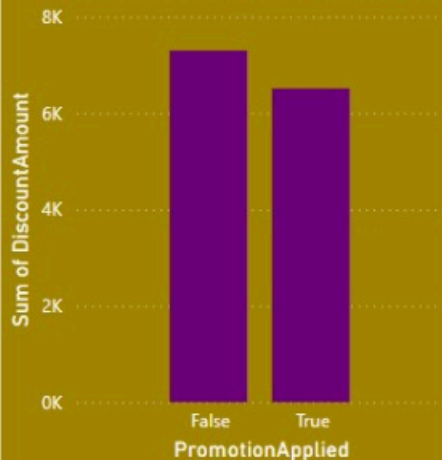
Weather

All

Event

All

Promotion Usage and Discounts



Customer Satisfaction vs. Promotions



Event-Based Sales



Category

Select all

Clothing

Decorati...

Electroni...

Food

Toys



INSIGHTS

Sales Trends and Drivers:

Sales are influenced by seasonal patterns, high-performing products, and specific geographic locations, guiding inventory management and marketing focus.

Customer Behavior:

Online shopping preferences, demographic insights, and return rates reveal opportunities for targeted marketing and quality improvement.

Operational Efficiencies:

Delivery times, payment methods, and shipping preferences highlight areas for process optimization and customer experience enhancement.

Promotional Impact:

Events, promotions, and discounts significantly boost sales and customer satisfaction, validating the need for strategic campaign alignment.

The background is a teal-colored surface with a visible brushstroke texture. It is decorated with several pine branches and clusters of bright red berries, primarily along the left and right edges. A single, faint white snowflake is visible in the lower center of the background.

Thank You
Anushka Dinesh Bhanusghare
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