



India Sales Operations & Strategic Overview

Executive Summary

This comprehensive business intelligence suite serves as a centralized hub for monitoring the health and growth of our sales ecosystem across the Indian market. By integrating **Order History** with **Detailed Sales Metrics**, this dashboard transforms raw transactional data into actionable strategic insights.

Performance (Dashboard 1): Analyzes regional profitability and product category success, highlighting **Madhya Pradesh** as a key profit driver.

Operations (Dashboard 2): Deep dives into customer purchasing patterns, payment preferences, and temporal sales trends to optimize supply chain and marketing efforts.

Highlights

Top Region: **Madhya Pradesh** is our most profitable state, contributing **7,382** in profit.

Dominant Category: **Clothing** accounts for the largest share of sales quantity at **38%**.

Best Seller: **Printers** are the top-performing sub-category by total profit.

37K
Total Profit

5615
Total Orders

438K
Total Revenue

Our VIP Customers

Abhishek

Priyanka

Shruti

Regional Sales & Profit Performance Overview

This dashboard provides a comprehensive analysis of sales performance across India. It tracks a **Total Profit of 36,963** across three main categories (**Clothing, Electronics, and Furniture**). Use this view to monitor high-performing regions like **Madhya Pradesh** and **Maharashtra**, identify top-selling sub-categories like **Printers**, and drill down into city-specific metrics using the interactive filters.

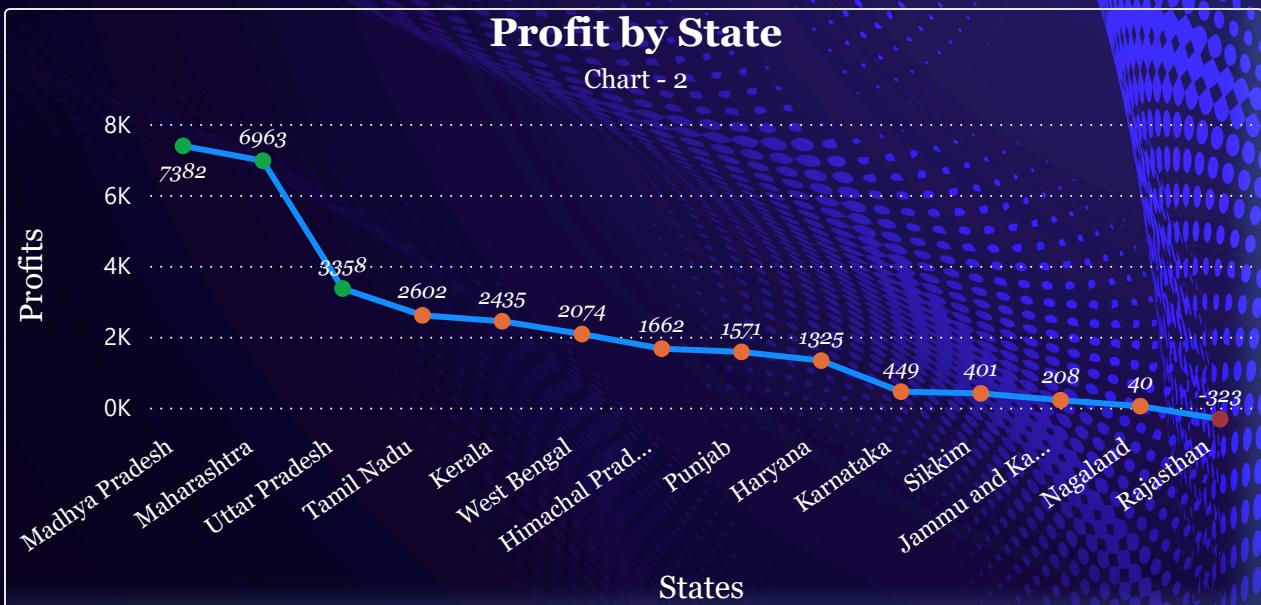
Top 5 City By Profit

Chart - 1



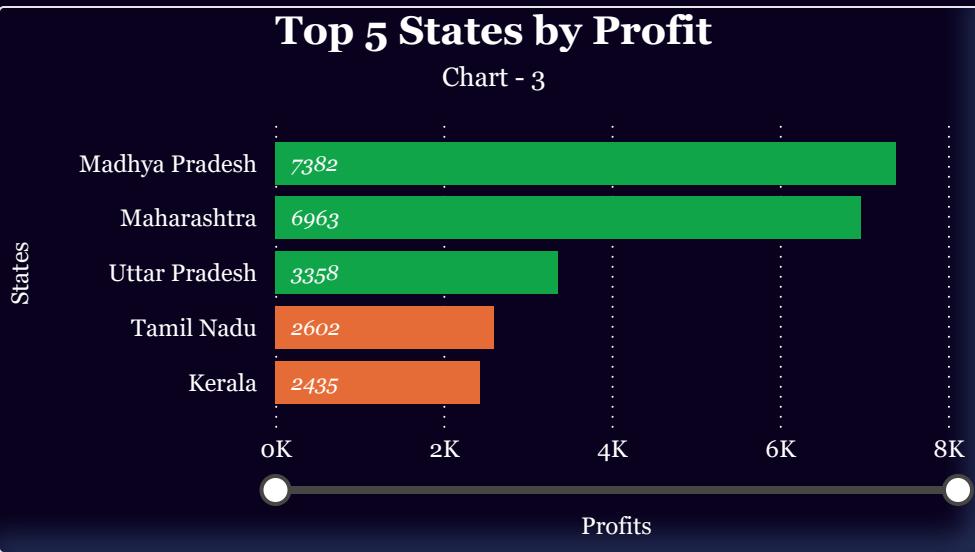
Profit by State

Chart - 2



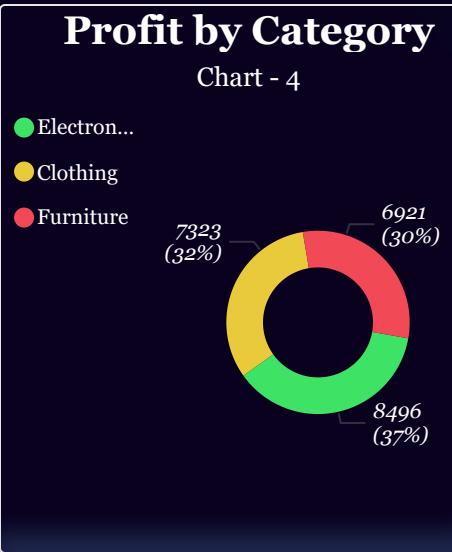
Top 5 States by Profit

Chart - 3



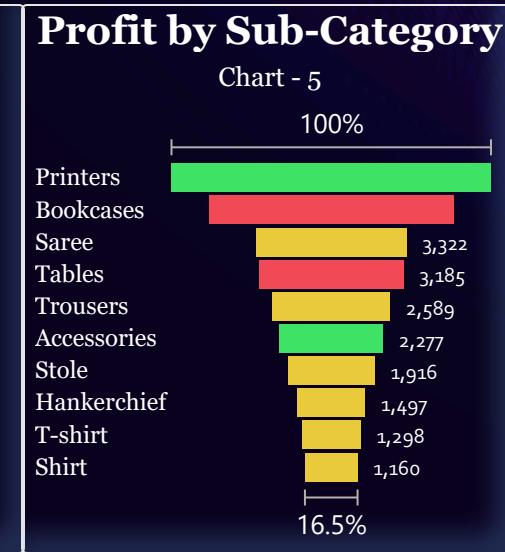
Profit by Category

Chart - 4



Profit by Sub-Category

Chart - 5



State Filter

- Andhra Pradesh
- Bihar
- Delhi
- Goa
- Gujarat

City Filter

- Amritsar
- Bangalore
- Bhopal
- Chandigarh
- Chennai

Regional Sales & Profit Performance Overview

This dashboard provides a comprehensive analysis of sales performance across India. It tracks a **Total Profit of 36,963** across three main categories (**Clothing, Electronics, and Furniture**). Use this view to monitor high-performing regions like **Madhya Pradesh** and **Maharashtra**, identify top-selling sub-categories like **Printers**, and drill down into city-specific metrics using the interactive filters.

Quantity By Month

Chart - 6



Profit By Month

Chart - 7



5615

Total Orders

37K

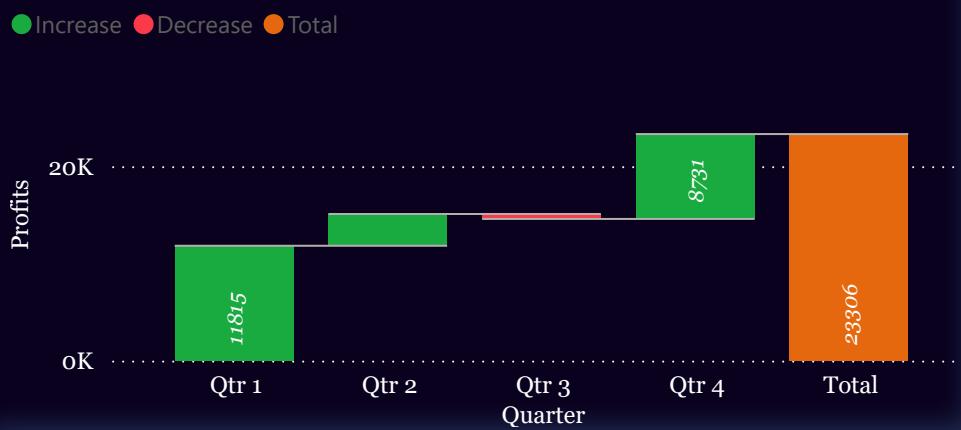
Total Profit

438K

Total Revenue

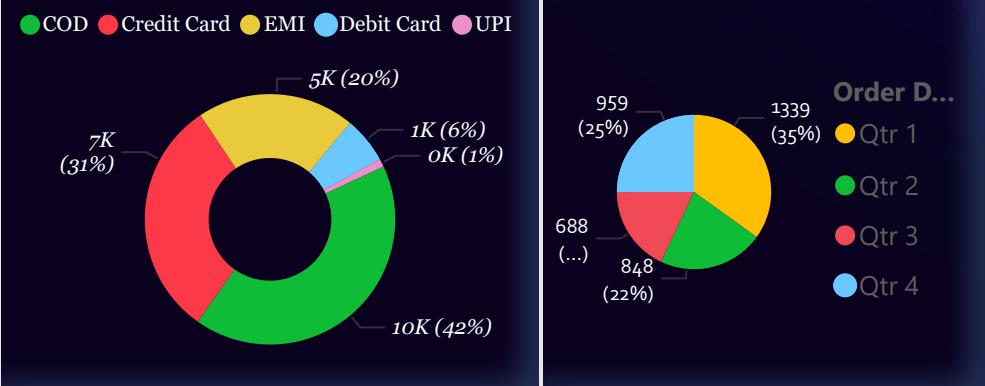
Total Profit Over Quarter

Chart - 8



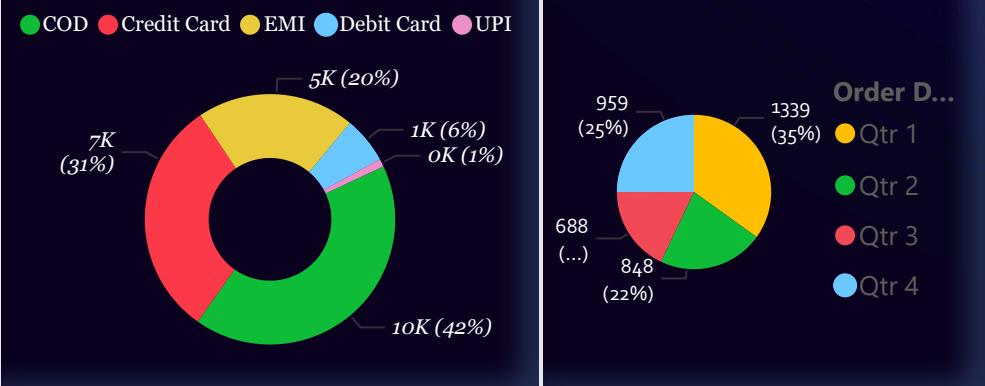
Profit Per Payment Mode

Chart - 4



Quantity Per Quarter

Chart - 5



Year & Date Filter

- 2018
- January
- February
- March

PaymentMode

- COD
- Credit Card
- Debit Card
- EMI
- UPI