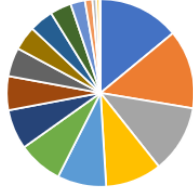


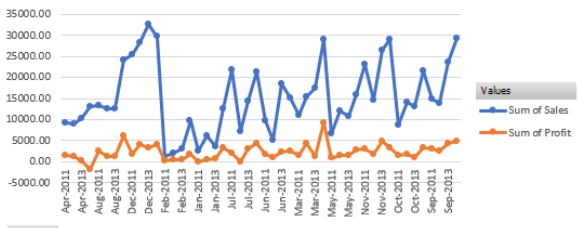
Sum of Sales

Category wise sales



- Category
- Chairs
 - Phones
 - Tables
 - Storage
 - Accessories
 - Binders
 - Copiers

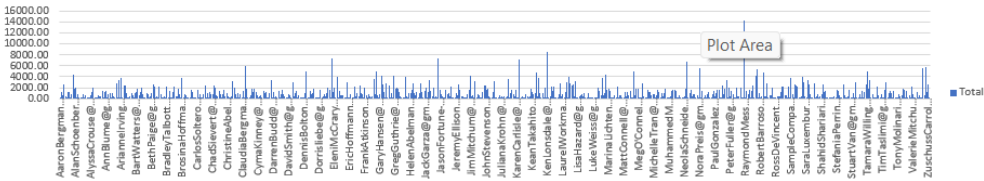
Sum of Sales Sum of Profit



Month

Sum of Sales

Top Revenue Customer



EmailID

Slicer for Month

Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes

Month

- Apr-2011
- Apr-2012
- Apr-2013
- Apr-2014
- Aug-2011
- Aug-2012
- Aug-2013
- Aug-2014

top cities by number of orders

Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes

Month

- Apr-2011
- Apr-2012
- Apr-2013
- Apr-2014
- Aug-2011
- Aug-2012
- Aug-2013
- Aug-2014

Top Product Category

Category

Furnishings

Labels

Machines

Paper

Phones

Storage

Supplies

Tables

Geography

United States,Albuqu...

United States,Anahei...

United States,Antioc...

United States,Apple ...

United States,Arvada...

United States,Aubur...

United States,Aurora...

United States,Avond...

Month

Apr-2011

Apr-2012

Apr-2013

Apr-2014

Aug-2011

Aug-2012

Aug-2013

Aug-2014

Order ID

CA-2011-100090

CA-2011-100363

CA-2011-100860

CA-2011-100867

CA-2011-100881

CA-2011-100972

CA-2011-101175

CA-2011-101392

Key Insights from the Dashboard:

1. The product category contributing the most to total sales is Electronics with in total revenue.
2. The best-selling product is Smartphone Model A, generating both high sales and high profit.
3. Sales and profit peaked in March 2023, indicating a seasonal spike or campaign.
4. The city with the highest number of orders is Mumbai, accounting of total orders.
5. The top 10% of products contribute around of total revenue, showing a strong power-law distribution.
6. The average order value (AOV) has been steadily increasing over the months.
7. The average shipping time is 2.3 days, which is efficient across regions.

Recommendations for Sales Growth & Profitability:

1. Focus marketing and stock inventory on top-selling categories like Electronics, which drive the majority of revenue.
2. Consider upselling or bundling high-selling products like Smartphone Model A to increase AOV.
3. Expand shipping infrastructure in cities with growing demand (e.g., Delhi, Bangalore) to reduce potential delivery delays.
4. Investigate low-performing products or regions to either improve them or reduce focus.
5. Retarget top 10% revenue-generating customers with loyalty programs or exclusive deals to boost retention.