

Retail Sales Dashboard Insights

1. Sales Trends Over Time

- Sales peaked in **May and December**, indicating seasonal demand.
- Some months recorded **zero sales**, which needs investigation.

Actionable Steps:

- ✓ Run promotions during peak months to maximize revenue.
 - ✓ Identify reasons for zero sales months (data issues or operational downtimes).
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2. Sales by Product Category

- **Groceries (0.96M)** and **Home Decor (0.79M)** dominate sales.
- **Clothing and Beauty contribute the least (<0.5M).**

Actionable Steps:

- ✓ Expand best-selling categories with new products or bundle offers.
 - ✓ Boost low-performing categories with discounts and influencer marketing.
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3. Gender-Based Sales Distribution

- **Females (54.01%) drive higher sales than males (45.99%).**
- **Groceries & Home Decor are more popular among female customers.**

Actionable Steps:

- ✓ Targeted ads for female-dominant categories.
 - ✓ Introduce more electronics, fitness, or tech products for male customers.
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4. Age-Based Sales Contribution

- **Customers aged 20-40 generate the most revenue (~0.27M at age 40 peak).**

Actionable Steps:

- ✓ Offer loyalty programs and personalized discounts for this group.
 - ✓ Engage younger (<20) and older (>40) customers with tailored promotions.
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5. Quantity vs Revenue Relationship

- Selling more quantity **does not always mean higher revenue**.
- Some low-quantity products contribute **significantly to revenue** (high-ticket items).

Actionable Steps:

- ✓ Identify and focus on premium/high-margin products.
 - ✓ Implement upselling techniques to increase order value.
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Key Takeaways to Improve Sales

- ✓ Leverage seasonal peaks (May & Dec) with aggressive promotions.
- ✓ Expand top-selling categories while optimizing weaker ones.
- ✓ Optimize product mix by focusing on high-margin items.
- ✓ Run gender and age-specific marketing campaigns to increase engagement.