

Sales Dashboard Report

This dashboard provides a clear visual overview of the company's sales performance. It summarizes the key business metrics and presents insights about customer behavior, product performance, payment trends, and monthly profitability. All visuals are interactive and connected through slicers, allowing users to filter data by quarter or any other selection.

1. Key Performance Indicators (KPIs)

On the left side of the dashboard, four main cards highlight overall performance:

- **21K – Total Sales Amount**
Represents the total value of all orders placed.
- **3001 – Total Profit**
Shows how much profit was generated in the selected period.
- **328 – Total Quantity Sold**
Indicates the number of items purchased by customers.

These KPIs give an instant summary of financial performance and customer activity.

2. Quantity by Payment Mode

A donut chart displays how customers prefer to pay:

- **COD (38%)** is the most widely used payment mode.
- **UPI (28%)** follows as a convenient digital method.
- **Debit Card, Credit Card, and EMI** together cover the remaining share.

This chart helps understand customer payment preferences and assists in planning promotions or payment-related offers.

3. Profit by Sub-Category

The bar chart on the top right shows which product sub-categories contribute the most profit:

- **Bookcases** generate the highest profit.
- **Chairs** follow with a strong performance.

- **Accessories, Trousers, and Handkerchief** have smaller but notable contributions.

This insight helps identify the most profitable product lines and guides inventory and marketing decisions.

4. Quantity by Category

A second donut chart shows the distribution of sales quantity by major product category:

- **Clothing** accounts for **73%** of total quantity sold.
- **Furniture** represents **18%**.
- **Electronics** contributes **9%**.

This helps understand which product categories drive the highest customer demand.

5. Profit by Month

The bottom right bar chart highlights monthly profit trends:

- Strong performance in **January, February, and March**, indicating a strong start to the year.
- **April** shows a moderate level.
- Profit dips around **May, June, and July**.
- A rise appears again in **August, September, and October**.
- **November** also maintains good performance.
- **December** shows a slight decline.

This month-wise visualization helps identify seasonal patterns and assists in planning marketing and inventory strategies.

6. Filters and Interactivity

The top section includes:

- **Quarter Buttons (Qtr 1 – Qtr 4)**

Users can instantly switch to any quarter to view the dashboard for that specific period.

- **Global Dropdown Filter**

Allows filtering the entire dashboard by any category or selection.

All visuals respond automatically when a filter is applied, making the dashboard fully interactive and user-friendly.

Conclusion

This Sales Dashboard provides a comprehensive and visually appealing summary of business performance.

It helps decision-makers quickly understand:

- Total sales and profit
- Customer buying patterns
- Best-performing product categories
- Monthly profit behavior
- Payment preferences

Overall, the dashboard supports faster and clearer business decisions through interactive, data-driven insights.