



# Business Insights Report — Dmart Sales Dashboard



## 1. High Revenue Contribution from Key Product Categories

A few product categories like **Dairy, Beverages, and Snacks** consistently generate the highest sales and revenue. These products should be prioritized in inventory management and marketing strategies to maintain strong performance.

## 2. Monthly Sales Trend Shows Seasonal Demand

Sales tend to **peak during festive months** such as **October and December**, indicating strong seasonal demand. This insight can guide stock planning, promotional campaigns, and staff scheduling during high-demand periods.

## 3. Moderate Average Order Value

The **average sales per transaction** remain moderate, suggesting that **there is scope to increase basket size** through cross-selling, combo offers, and product bundling. This can improve revenue without increasing footfall.

## 4. Non-Essential Categories Also Show Steady Sales

Non-essential product categories like **Cosmetics and Home Care** show **steady growth over time**, hinting at a shift in customer behavior towards discretionary spending. This opens opportunities to expand offerings in these categories.