This interactive Sales Dashboard provides a consolidated view of revenue and order performance, enabling quick insights into business growth, customer behavior, and product trends.

**Key Highlights**

* **Total Revenue:** ₹35.2 Lakhs with **1,000+ customers served**, reflecting steady sales performance.
* **Revenue by Month:** Peaks observed in **February** and **August**, suggesting seasonal demand trends.
* **Category Insights:**
  + **Colors, Soft Toys, and Sweets** are the top-performing categories.
  + **Plants and Mugs** show relatively lower revenue contribution, indicating potential improvement areas.
* **Product Performance:** High revenue concentration in **premium gift sets** such as *Magnum Set* and *Hamper Gift*, while several smaller SKUs generate limited sales.
* **Orders by City:** Strong customer base in **Imphal, Dharbad, Keval, and Hojai**, highlighting priority markets.
* **Revenue by Occasion:** Maximum sales occur during **Anniversaries, Raksha Bandhan, and Holi**, showing the importance of festive/occasion-driven demand.
* **Time Analysis:** Revenue peaks around **morning to evening hours (6 AM – 6 PM)**, indicating prime sales activity windows.
* **Operational Metric:** Average delivery time is **5.5 days**, suggesting an opportunity for faster fulfillment to improve customer satisfaction.

**Business Value**

This dashboard empowers business leaders to:

* Track sales performance across **time, category, product, and geography**.
* Identify **high-value customers and products** for targeted marketing.
* Optimize **inventory and logistics** based on demand patterns.
* Leverage seasonal and occasion-based insights for **campaign planning**.