





B8     *f<sub>x</sub>* =SUM(Table2[Revenue Generated (₹)])

## Turning Pages into Profit: Sales and Performance Overview 🏠

**Total Revenue Generated**  
**₹ 5,38,096**

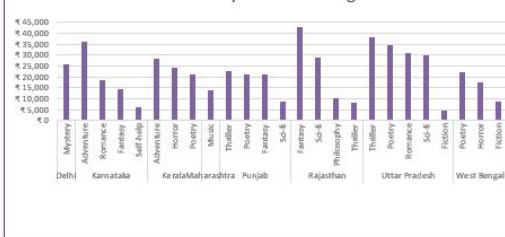
**Region**

- Delhi
- Karnataka
- Kerala
- Maharashtra
- Punjab
- Rajasthan
- Uttar Pradesh
- West Bengal

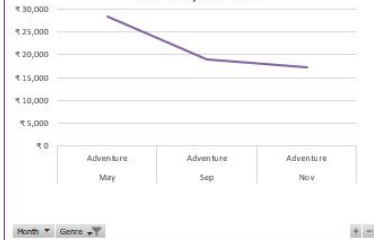
**Genre**

- Adventure
- Fantasy
- Fiction
- Horror
- Music
- Mystery
- Philosophy
- Poetry
- Romance
- Sci-fi
- Self-help
- Thriller

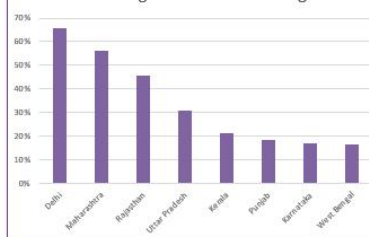
### Total Sales by Genre and Region



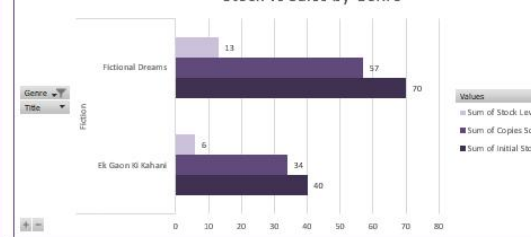
### Monthly Sales Trend



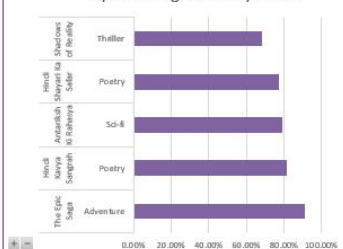
### Region-Wise Profit Margin



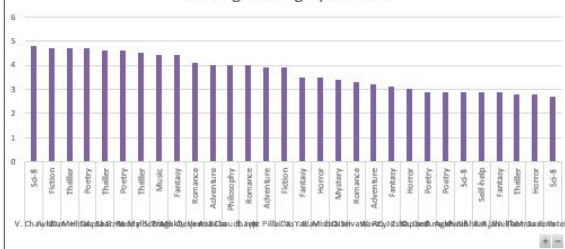
### Stock vs Sales by Genre



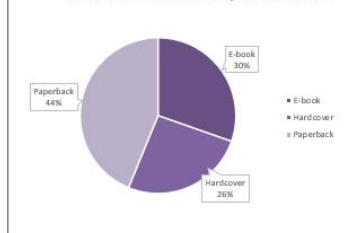
### Top 5 Selling Books by Profit



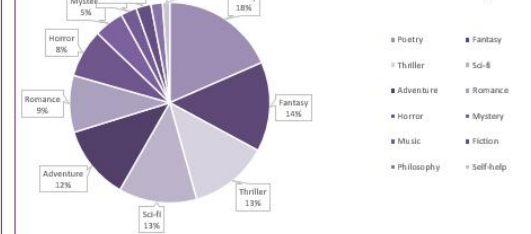
Average Rating by authors



### Revenue Contribution by Book Format



### Revenue Contribution by Genre



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TURNING PAGES INTO PROFIT

1.What are the total sales by genre and region?

Poetry leads in sales, and Uttar Pradesh is the top region for revenue.

2.How does the sales of a specific genre vary over different months?

Sales for the Adventure genre (*Adventure genre selected*) fluctuated across months, peaking at 28,000 in May,dropping to 18,000 in September, and slightly recovering to 17,000 in November.

3.Which are the top 5 best-selling books by profit?

The Epic Saga book ranks as the top-selling book, followed by the Kavya book, with both achieving high profit margins of 91% and 81%, respectively.

4.What is the average rating for books by each author?

The overall ratings (not filtered by genre) show V. Chawla and Sci-fi both at 4.8, while F. Khan has a 4.7 in Fiction.  
The lowest ratings are for E. Patel (2.7) in Sci-fi and J. Thomas (2.8) in Thriller.

5.What percentage of total revenue is contributed by each book format?

The E-book format contributed ₹1,63,402, Hardcover ₹1,38,992, and Paperback ₹2,35,702 to the total revenue.

6.What percentage of total books sold is contributed by each genre?

Poetry led with ₹99,239 (18.44%), followed by Fantasy at ₹77,737 (14.45%) and Thriller at ₹68,768 (12.78%).

7.What is the profit margin across different regions?

Delhi has the highest profit margin at 66%, followed by Maharashtra at 56% and Rajasthan at 45%

8.How does the stock level compare to the sales of books across different genres?

For the Fiction genre (*Fiction genre selected*) , 110 books were in stock, with 91 sold and 19 remaining.  
For individual books, Ek Gaon Ki Kahani had 40 in stock, sold 34, with 6 remaining,  
while Fictional Dreams had 70 in stock, sold 57, with 13 remaining.

Revenue by GenreRegional Profit MarginsStock & SalesDashboardKey Insights

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