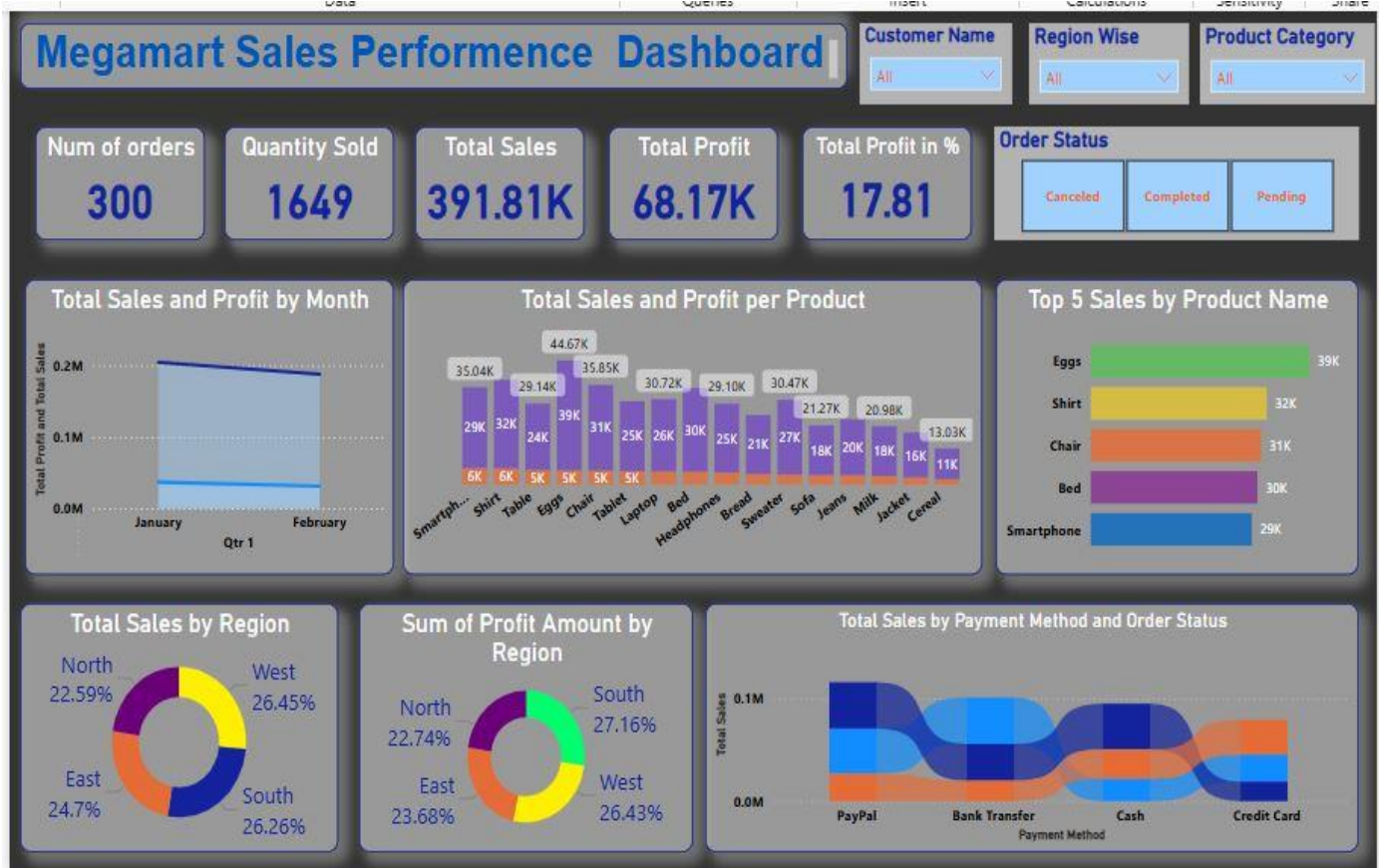


# Megamart Sales Performance Dashboard Report

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## Introduction

The Megamart Sales Performance Dashboard provides an overview of key business metrics, including sales, profit, and regional performance. This report analyzes the dashboard components, highlights significant findings, identifies potential issues, and suggests strategies for business growth.

## Source of the Data

The data used in this dashboard is sourced from Megamart's sales records, capturing transactions across different products, regions, and payment methods. The dataset includes total orders, quantity sold, revenue, profit margins, and payment methods.

## Assumptions

1. The data is comprehensive and represents actual sales transactions.
2. All sales figures are in thousands (K) for better readability.
3. Profit margins are calculated as a percentage of total sales revenue.
4. Order status classifications are accurate and up to date.

## Chart-by-Chart Analysis

### 1. Sales and Profit Overview

- **Number of Orders: 300**
- **Quantity Sold: 1,649**
- **Total Sales: 391.81K**
- **Total Profit: 68.17K**
- **Profit Margin: 17.81%**

**Insight:** A total sales volume of **391.81K** with a **17.81% profit margin** suggests a moderate profitability ratio. Increasing sales volume while optimizing costs can further enhance profit margins.

### 2. Total Sales and Profit by Month

- Sales and profit slightly declined in February compared to January.

**Insight:** A declining trend may indicate seasonal fluctuations or market demand changes. Implementing targeted promotions can help sustain sales growth.

### 3. Total Sales and Profit by Product

- Highest sales: **Smartphone (44.67K)**
- Other top products: **Eggs (35.04K), Shirt (30.72K), Chair (30.47K)**

**Insight:** Smartphones are the top revenue generator, indicating strong demand. However, profit margins should be examined to optimize pricing strategies.

### 4. Top 5 Sales by Product Name

- **Eggs: 39K units sold**
- **Shirt: 32K units sold**
- **Chair: 31K units sold**
- **Smartphone: 29K units sold**

**Insight:** Eggs lead in quantity sold, but high-ticket items like smartphones contribute more to total revenue. Focusing on high-margin products can improve overall profitability.

## 5. Total Sales by Region

- **West: 26.45%**
- **South: 26.26%**
- **East: 24.7%**
- **North: 22.59%**

**Insight:** Sales distribution is relatively balanced, but North has the lowest share. Expansion strategies in underperforming regions can boost revenue.

## 6. Sum of Profit Amount by Region

- **West: Highest profitability (46.43%)**
- **South: 27.16%**
- **North: 22.74%**
- **East: 23.68%**

**Insight:** The **West region** is the most profitable. Leveraging this trend, Megamart can analyze successful strategies in this region and apply them to underperforming areas.

## 7. Total Sales by Payment Method and Order Status

- High transactions via **Credit Card & Cash**
- **Bank Transfer & PayPal** have lower usage

**Insight:** Cash and Credit Card transactions dominate. Encouraging digital payments with incentives can improve convenience and security.

## Problems Identified & Business Growth Strategies

1. **Sales Decline in February** – Introduce seasonal discounts and marketing campaigns to drive demand.
2. **Regional Sales Disparity** – Focus on expanding in the North region through localized promotions.
3. **Product Sales vs. Profitability** – Increase pricing efficiency for top-selling items like smartphones.
4. **Payment Preferences** – Encourage digital payments with cashback offers to reduce transaction friction.

## Summary

- **Total Sales: 391.81K** with a **17.81% profit margin**.
- **Smartphones drive revenue**, while **Eggs lead in units sold**.
- **West region is most profitable**, North region requires improvement.
- **Cash and credit cards dominate transactions**, suggesting a need for digital adoption.

