

Sales Dashboard Analysis Report

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Introduction

This report provides an in-depth analysis of the sales dashboard, highlighting key business metrics, data trends, and actionable insights. The objective is to understand sales performance, customer behavior, and profit trends, as well as identify areas for business growth and improvement.

Source of Data

The data used in this dashboard is sourced from company sales records, customer transactions, and regional performance reports over the years 2014 to 2017. The dataset includes key sales metrics such as total sales, profits, order values, product category-wise sales, and customer distribution across states.

Assumptions

- The dataset is complete and does not contain missing values.
- Sales figures represent actual revenue collected from customers.
- All profit values are after deducting operational costs.
- Customer segmentation is based on purchase behavior and profitability.

Chart-by-Chart Analysis and Insights

Total Sales and Total Profits

Key Data Values:

- **Total Sales:** \$2,296,919.70
- **Total Profits:** \$286,409.85
- **Profit Making Percentage:** 12.47%

Insight:

The total revenue generation is substantial, but the profit percentage is relatively low, indicating possible high operational costs. A strategy to reduce costs or increase product pricing slightly could improve the profit margin.

Average Order Value & Total Quantity Sold

Key Data Values:

- **Average Order Value:** \$229.85
- **Total Quantity Sold:** 37,871 units

Insight:

A moderate order value suggests customers are purchasing mid-range items. Increasing upsell and cross-sell opportunities could drive higher sales per transaction.

Sales by Category

Key Data Values:

- **Top-Selling Categories:** Phones (\$330,007.1), Chairs (\$328,167.76), and Storage (\$223,843.59)
- **Lowest-Selling Categories:** Furnishings (\$91,705.12), Appliances (\$107,534.12)

Insight:

Phones and chairs are driving major sales, while furnishings and appliances are underperforming. A marketing strategy focusing on low-selling categories might balance sales distribution.

Profit Gain Over Time

Key Data Trends:

- Steady profit growth in **Technology** and **Office Supplies**
- Fluctuating profits in **Furniture** segment

Insight:

Technology and office supplies have stable profitability, while furniture struggles. Reviewing pricing, inventory, and marketing strategies in the furniture segment may help stabilize profits.

Sales by State

Key Data:

- Highest sales from states like **California** (457,687.68)
- Lowest sales from certain regions (<1000 sales)

Insight:

Sales are concentrated in specific states. Expanding marketing efforts in underperforming regions could boost overall sales.

Customer Count by Year

Key Data Values:

- **2017:** 693 customers (Highest)
- **2015:** 573 customers (Lowest)

Insight:

Customer acquisition has grown over the years. Retention strategies and loyalty programs could ensure sustained growth.

Top 5 Customers Generating Profit

Key Data:

- **Highest Profit Customer:** Sanjit Chand (\$8981.32)

Insight:

High-value customers contribute significantly to profit. Exclusive discounts or personalized offers could enhance customer loyalty.

Monthly Sales Trend

Key Data Trend:

- Sales peak in the last quarter

Insight:

A seasonal effect is visible. Capitalizing on peak seasons with targeted promotions could maximize revenue.

Identified Problems and Growth Strategies

- **Low profit margin:** Optimize costs and explore premium pricing.
- **Uneven regional sales:** Expand into underperforming areas.
- **Furniture sales fluctuation:** Review pricing and promotional tactics.
- **Underperforming product categories:** Enhance marketing for low-sales items.

Summary

This analysis highlights that while the business has strong revenue and growth potential, profitability needs optimization. Focusing on cost management, targeted marketing, and regional expansion can drive better sales performance and increased profits.

End of Report