

## Filter by Category

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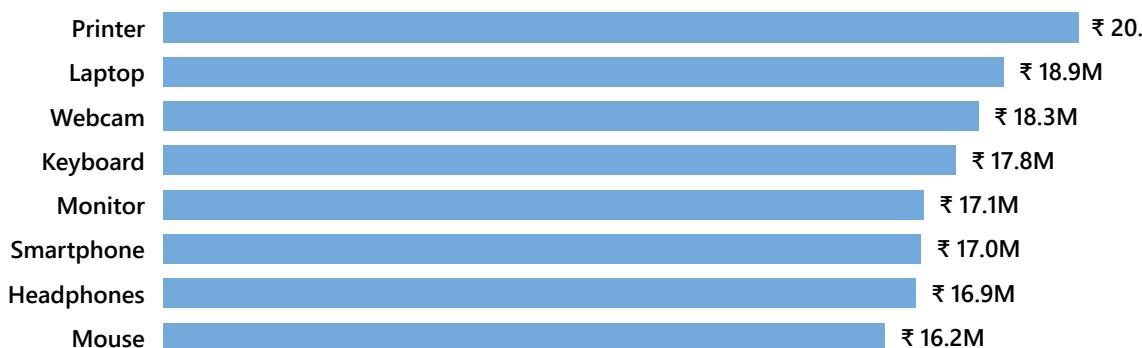
## 2025 Sales Performance Dashboard

Sales, Revenue, and Profit Insights by Product, Category, and Customer

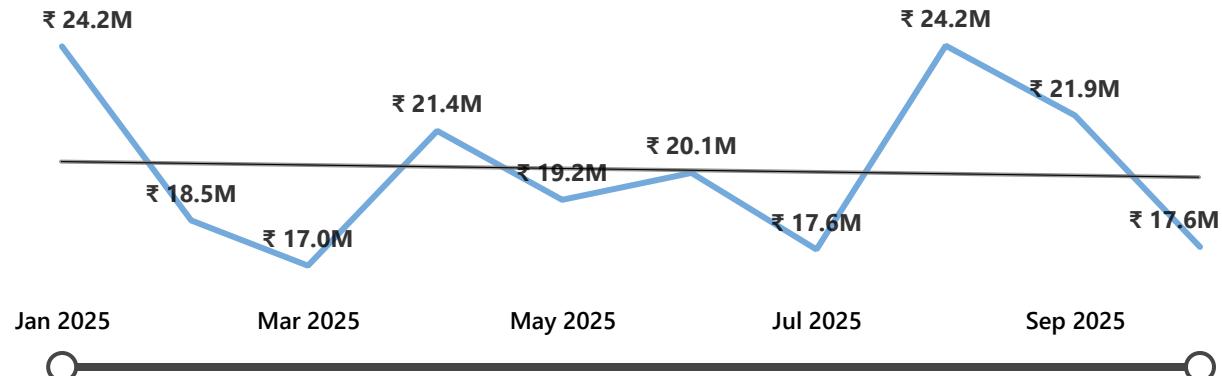
## Filter by Location

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### Total Sales by Product (in Millions)



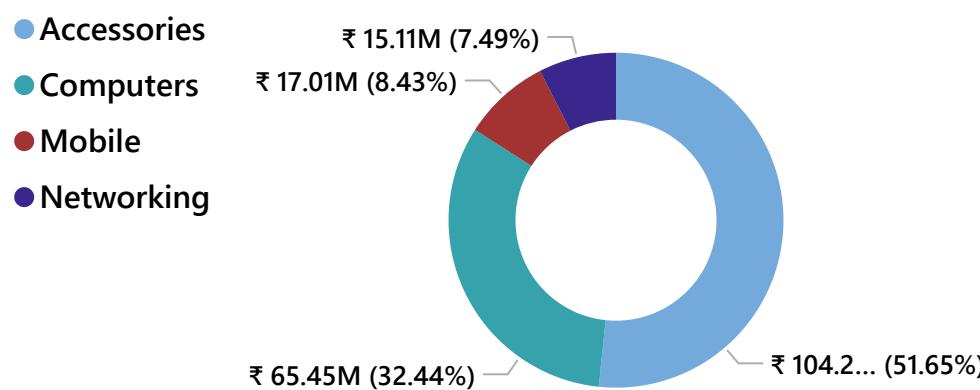
### Sales Trend Over Time



### Top 5 Customers by Revenue

CustomerName	Sales (in Millions)
Customer_51	₹ 4.8M
Customer_16	₹ 4.9M
Customer_23	₹ 5.2M
Customer_29	₹ 5.6M
Customer_53	₹ 6.0M
<b>Total</b>	<b>₹ 26.5M</b>

### Category-wise Sales Distribution



### Profit Analysis - Product Wise

ProductName	Profit (in Millions)
Printer	₹ 2.3M
Monitor	₹ 1.9M
Keyboard	₹ 1.8M
Smartphone	₹ 1.8M
Webcam	₹ 1.8M
Speaker	₹ 1.6M
Headphones	₹ 1.5M
Laptop	₹ 1.5M
Mouse	₹ 1.3M
Router	₹ 1.3M
Tablet	₹ 1.3M
<b>Total</b>	<b>₹ 19.4M</b>

Revenue

**₹ 201.78M**

Profit

**₹ 19.35M**

Profit Margin

**9.59%**

# Insight and Summary

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This dashboard provides an overview of the company's **2025 sales performance**, covering products, categories, and customer segments.

- ◆ **1** **The business achieved ₹201.8M in total revenue and ₹19.4M in profit**, maintaining a strong **9.6% profit margin**.
- ◆ **2 Printers, Laptops, and Webcams** were the top-performing products, with **Printers alone generating ₹20.6M in sales and ₹2.3M in profit**.
- ◆ **3 From a category perspective, Accessories (₹104.2M) and Computers (₹65.4M)** together contributed **over 84% of total sales**, establishing them as the company's **primary revenue drivers**.
- ◆ **4 The sales trend peaked during January and August 2025**, while **March and July** showed **comparatively lower performance**.
- ◆ **5 The top five customers collectively contributed ₹26.5M in revenue**, with **Customer\_53** emerging as the **highest-value client**.
- ◆ **6 Overall, sales and profitability remain strong**, driven primarily by the **Accessories** and **Computer** categories. There is **opportunity for growth** in smaller segments such as **Mobile** and **Networking**, while maintaining **healthy profit margins** across top-performing products.