

Filter by Category

All

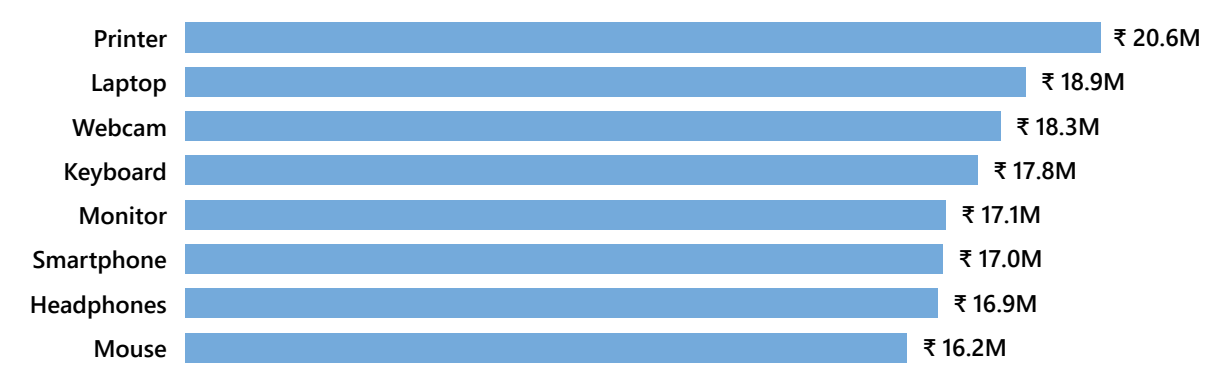
2025 Sales Performance Dashboard

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

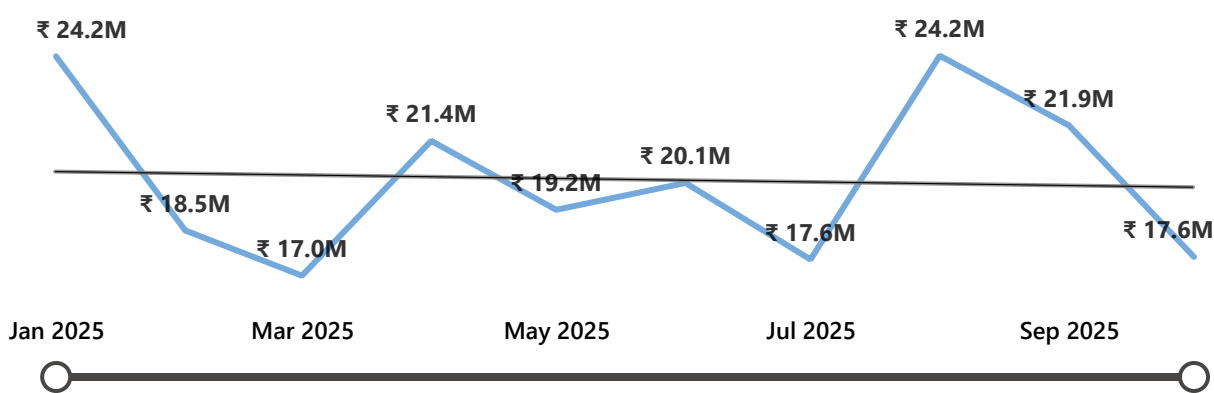
Filter by Location

All

Total Sales by Product (in Millions)



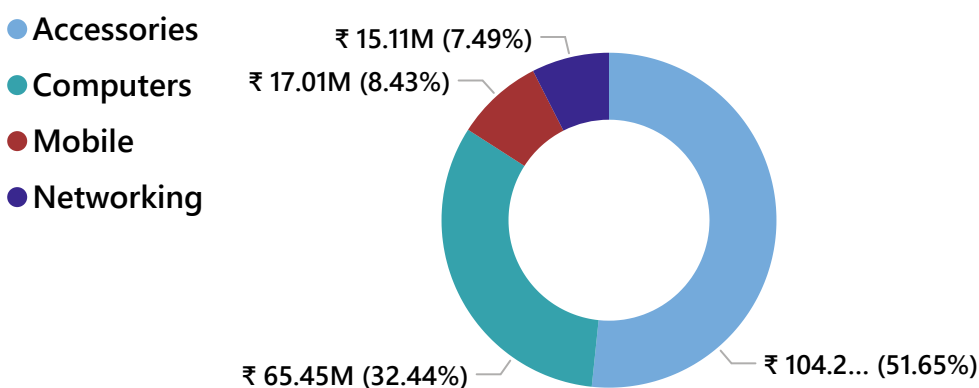
Sales Trend Over Time



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
Total	₹ 26.5M

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
Total	₹ 19.4M

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.*