## Revenue Analysis:

* ₹2,23,99,919K was made in total, with ₹2,12,97,038K coming from the healthcare category.
* Category with the lowest revenue, personal care, brought in $1,08,511K.
* With 12,76,32,92,750K, Brand Action 500 made the most money, while Pampers Baby Wipes made the least.
* JCK Enterprise has made the most money. Customers can use this data to better understand their competitors in the industry, make better business decisions, and enhance their marketing tactics.

## Amount Sold:

* 92,182 units were sold in total.
* With 36,993 units sold, Category Healthcare had the highest sales, followed by Fabric and Homecare.
* With 78 units sold, Personal Care had the lowest sales.
* With 20,304 units sold, the brand Action 500 had the most sales, whilst Liners and Fusion PC sold very little (0–6 units).

## City-wise Trends:

* The dashboard identifies high-performing areas by monitoring revenue and transactions across cities. The region with the best sales performance is Indore; cities like Ahmedabad that exhibit poor performance or deteriorating trends might be targeted for enhancements.
* Since the majority of sales were returned for a variety of reasons, we can conclude that Ahmedabad has more transactions but lower revenue. Sales were only 7% successful.

## Negative Values Handling:

* Instances of negative quantities and revenues represent wrong or cancelled orders, ensuring data accuracy when calculating metrics.
* Wrong order is the main reason for return. From this analysis helps us to focus on packaging the correct orders is crucial for improvement in business.
* The other reasons for transaction like damaged product, shortage of supply, shop closing time and expired products are the reasons that business owners are Soley responsible for. From this analysis, they can identify the loss and take preventive measures to prevent this from happening again.

## Channel Description and Customer type Analysis:

* Semi WS Traditional has highest average quantity sold and Large A Traditional has least average quantity sold. This helps the channels to identify their competitors and improve the strategies to get more delivery services.
* Customer type analysis based on units sold, helps us understand type of Customers that has sold highest quantities. Sub Division A has highest quantity sold.

## Additional Features:

Interactive slicers allow filtering by category, brand, or city for tailored insights.

Conditional formatting highlights trends and key metrics for quick identification of performance drivers.

Here is the outlook of the dashboard:

