

# Sales Prediction Dashboard Explanation

## 1. Title: Sales Prediction Overview

This is the main heading that gives users an idea that the dashboard is about predicting and analyzing sales performance metrics.

## 2. KPIs (Top Right Corner)

Max of Sales\_Amount: 4320

This indicates the highest individual sales transaction or record.

Sum of Quantity: 2499

This shows the total number of items sold across all categories.

Conclusion: High volume sales (2499 units) are being tracked, with a significant peak transaction of 4320 in value.

## 3. Pie Chart - Sum of Quantity by Sub\_Category

Shows the proportion of products sold under each sub-category.

Chairs (34.05%), Phones (30.69%), Tables (12.24%), Binders (23.02%)

Conclusion: Chairs and Phones dominate the sales quantity, making up over 64% together. Tables have the lowest contribution in volume.

## 4. Bar Chart - Sum of Sales\_Amount by Sub\_Category

Displays total sales revenue generated from each sub-category.

Tables and Chairs show the highest sales amounts, followed by Phones and Binders.

Conclusion: Although Tables have fewer units sold, they generate the highest revenue, indicating a higher price per unit. Binders, despite decent quantity, generate the least revenue.

## 5. Line Graph - Sum of Profit by State

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Compares the total profit earned in different states.

Texas leads with a large margin, followed by Florida, California, and New York.

Conclusion: Texas is the most profitable state, indicating either strong demand or better margins. New York shows the lowest profitability.

### 6. Horizontal Bar - Sum of Quantity by Region

Represents the total quantity sold in each region.

Central region leads, followed closely by South and West. East is significantly lower.

Conclusion: Focus on Central and South regions can yield more volume sales. East is underperforming in quantity.

### 7. Table - Sub\_Category vs Profit, Month, and Quantity

Provides detailed monthly breakdown of profits and quantities by sub-category.

Tables in May (Rs.30,415.81) and February (Rs.28,436.20) show peak profit entries.

Conclusion: Tables remain profitable in multiple months. Phones and Chairs also show steady contributions. Helps in identifying monthly trends.

### 8. Clustered Column Chart - Profit by State and Category

Compares profits across three categories (Furniture, Office Supplies, Technology) in four major states.

Furniture dominates in Texas, followed by Office Supplies. Other states show relatively balanced profits across categories.

Conclusion: Furniture in Texas is the strongest performer. Each state shows a different profit pattern, indicating varied preferences or pricing.

### Overall Dashboard Insights

## Sales Prediction Dashboard Explanation

- High-Profit Area: Texas, especially in the Furniture category.
- Top Products by Quantity: Chairs and Phones.
- Top Products by Revenue: Tables and Chairs.
- Low-Performing Region: East region needs strategic improvement.
- Sub-Category Efficiency: Tables have fewer units but generate the most revenue and profit.