# Revenue Dashboard Project Report

## Context:

**Title:** Revenue Analysis Dashboard

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# Abstract

This report presents an interactive dashboard analyzing revenue patterns for , providing key insights into sales trends across different time frames. The dashboard visualizes revenue distribution between weekdays and weekends, offering a comparative analysis of customer purchasing behavior. Additionally, it highlights monthly revenue trends to identify seasonal fluctuations and growth patterns. The analysis also includes a ranking of top-performing products, helping to pinpoint bestsellers and optimize inventory management. By leveraging these insights, the store can make data-driven decisions to enhance sales strategies, improve stock planning, and maximize revenue potential.

1. **Executive Summary:**

This project aims to analyze revenue trends for [Toy Store Name] using an Excel dashboard. The dashboard provides insights into sales performance across different time frames, including weekday vs. weekend sales, monthly trends, and top-selling products. The findings will help optimize sales strategies and inventory management.
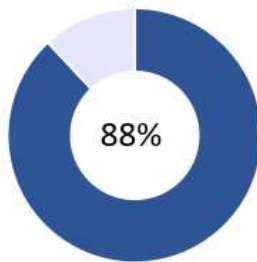
2. **Project Objectives**

- Identify revenue variations between weekdays and weekends.

- Analyze monthly revenue trends to detect seasonality.

- Determine the top-selling products to optimize inventory.

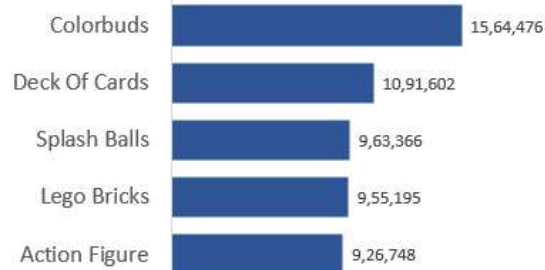- Provide a user-friendly dashboard for data-driven decision-making.

3. **Data Collection & Sources:**

- Sales Database
- The Data Field In DataFrame(Sales):
  - Sales_ID
  - Date
  - Day Type
  - Store_ID
  - Unit
- The Data Field in DataFrame(Product):
  - Product_ID
  - Product_name
  - Product_category
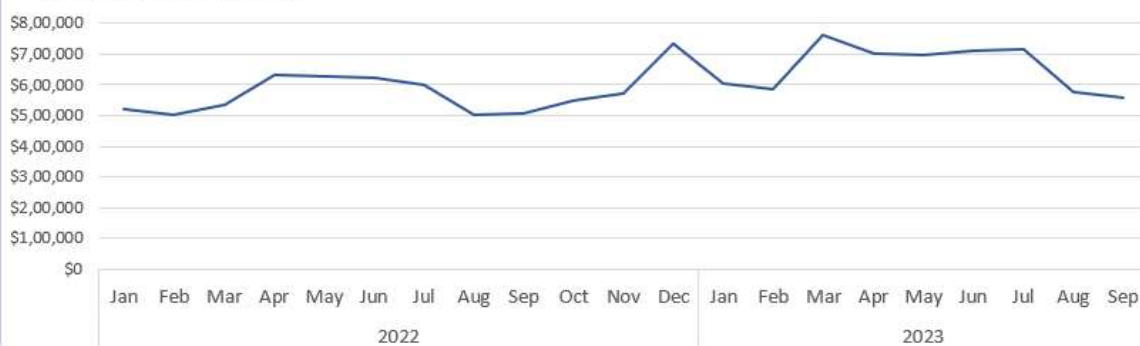  - Product_cost
  - Product_price

**Weekday Revenue Split**

88%

**Top Selling Products**

| Product | Revenue |
|---|---|
| Colorbuds | 15,64,476 |
| Deck Of Cards | 10,91,602 |
| Splash Balls | 9,63,366 |
| Lego Bricks | 9,55,195 |
| Action Figure | 9,26,748 |

**Monthly Revenue Trend**

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec — 2022
Jan Feb Mar Apr May Jun Jul Aug Sep — 2023

## 4. Revenue Dashboard Overview

### 1. Weekday Revenue Split

- **88% of revenue is generated on weekdays, with a small portion coming from weekends.**
- **The donut chart visually represents the weekday revenue dominance.**

### 2. Top Selling Products

The highest revenue-generating products are:

1. **Colorbuds - 15,64,476**
2. **Deck of Cards - 10,91,602**
3. **Splash Balls - 9,63,366**
4. **Lego Bricks - 9,55,195**
5. **Action Figure - 9,26,748**

**Colorbuds contribute the highest revenue.**

### 3. Monthly Revenue Trend

- **Revenue fluctuates over time, showing a steady increase from January to May, peaking around April.**

- **A slight dip in mid-year but recovery toward year-end before declining again in August-September 2023.**

- **The highest revenue months appear to be April and May in both 2022 and 2023.**

### 4. Category Selection

- **Users can filter revenue data by selecting Art, Electronics, Games, Sports, or Toys categories.**

- **The current selection highlights multiple categories in a soft yellow shade.**

## 5. Key Insights & Recommendations

✓ **Weekday Sales Focus**: Since 88% of revenue is generated on weekdays, businesses should enhance weekday marketing efforts, such as promotions and targeted ads. '

✓ **Product Performance**: Colorbuds is the best-selling product, and further investment in its marketing and inventory management can maximize profits.

✓ **Seasonal Revenue Trends**: The peak in April-May suggests potential seasonal demand, which should be capitalized on with promotions or stock adjustments.

✓ **Declining Revenue in August-September**: Investigate factors causing this decline, such as market trends, seasonality, or competition.

✓ **Category Performance**: Further segmentation analysis can help determine the strongest and weakest-performing categories.

## 6. Conclusion

The Revenue Dashboard provides valuable insights into sales trends and consumer behavior. By focusing on weekday sales, optimizing best-selling products, and addressing seasonal fluctuations, businesses can drive higher revenue growth and improve overall financial performance.