Financial Dashboard: Dashboard Overview

Total Sales

437.8K

Total Profit

36.96K

Unique Customers

476

Total Item Sold

6K

DataSet Summary

This dashboard is built using data from two datasets: **Details.csv** and **Orders.csv**. The **Details** dataset contains information about each order, including the sales amount, profit, quantity sold, product categories, sub-categories, and payment modes. The **Orders** dataset provides additional details, such as order dates, customer names, and location data (state and city). Together, these datasets offer a comprehensive view of our sales performance, customer demographics, product demand, and profitability.

Objective

The primary objective of this dashboard is to provide key insights into our company's sales and profitability, helping stakeholders understand product performance, trends over time, and regional sales dynamics. By offering a clear breakdown of metrics such as total sales, profit margins, customer demographics, and regional performance, this dashboard aims to support data-driven decision-making and identify opportunities for growth.

Sales and Profit Overview

This page provides a high-level summary of overall sales and profit metrics, including key highlights such as top customers, average order values, and profit margins. It offers a snapshot of performance metrics essential for quick business assessment.

Trend Analysis

The Trend Analysis page explores sales trends over time, customer retention rates, and seasonal variations. This page includes demographic insights and helps uncover any hidden issues, such as periods of lower sales or regions with declining performance.

Product Performance

This page assesses the performance of our products, focusing on categories and sub-categories. It highlights top-selling items, popular product categories, and profitability by product type, enabling deeper insight into which products contribute most to our revenue.

Sales by segment and region

This page breaks down sales performance by customer segment and region. It shows key metrics by state and city, payment preferences, and regional profitability, giving insights into which regions are driving sales and profit.

Financial Dashboard: Sales and Profit Overview

Total Sales
437.8K

Total Profit
36.96K

Profit Margin %
8.44

Average Order Value
291.85

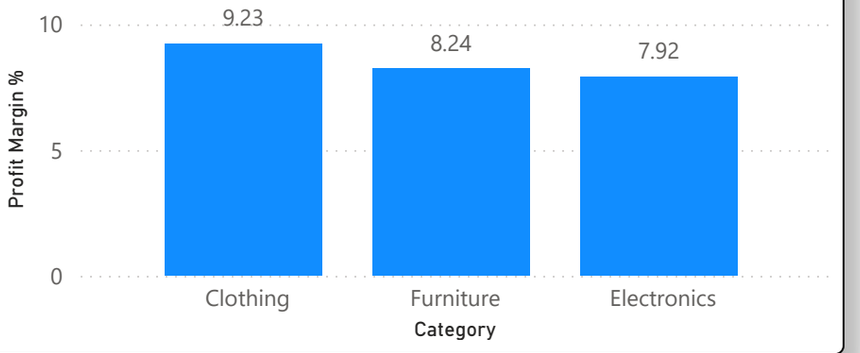
PaymentMode: All

Month: All

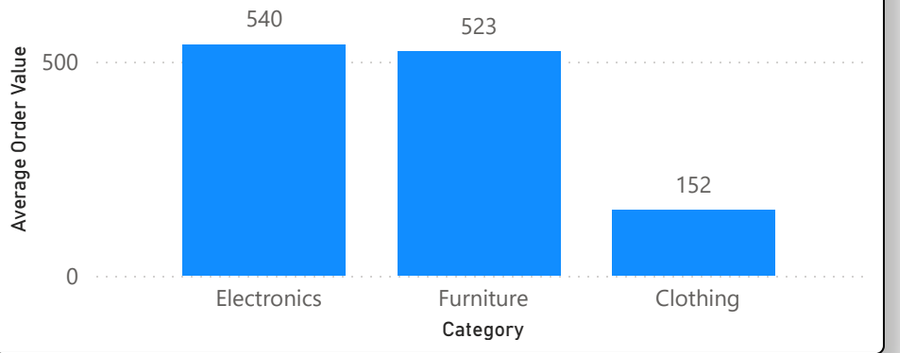
State: All

Category: All

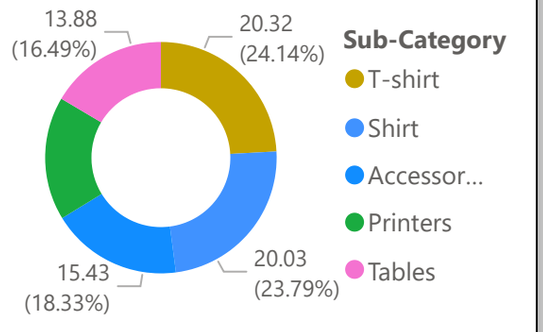
Profit Margin % by Category



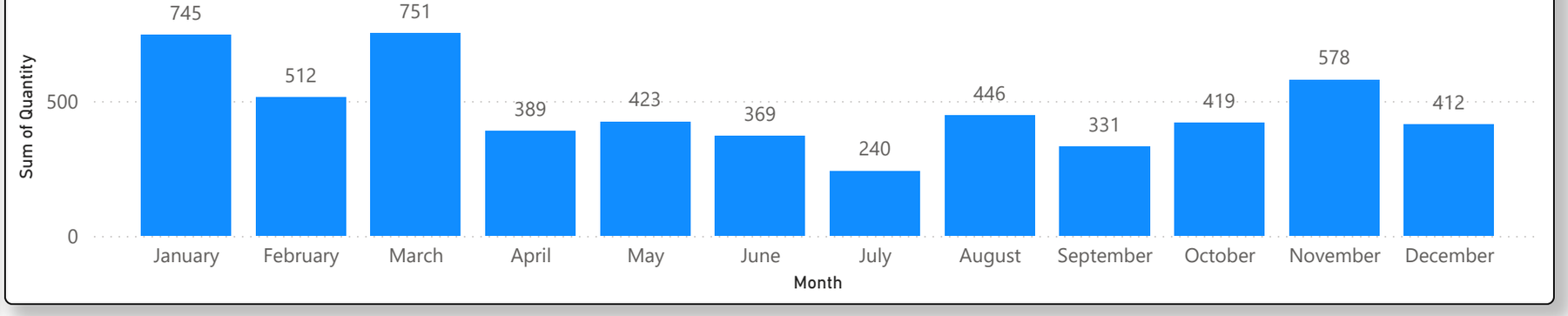
Average Order Value by Category



Top 5 Profit Margin % by Sub-Category

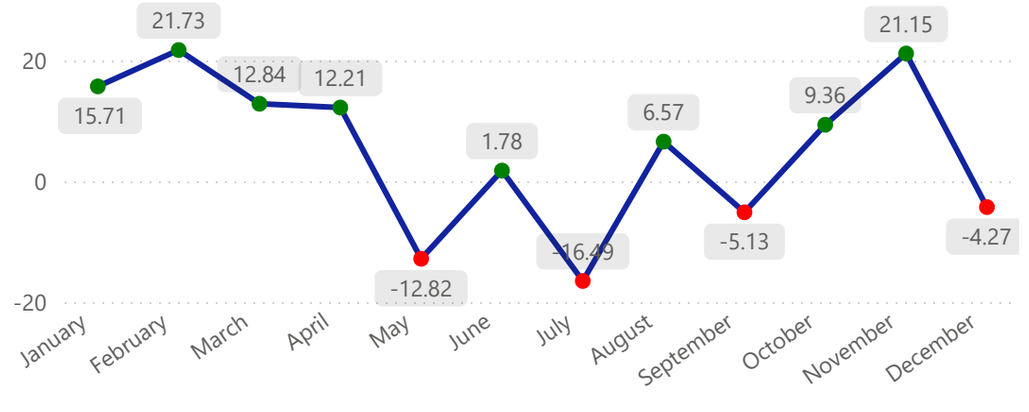


Sum of Quantity by Month

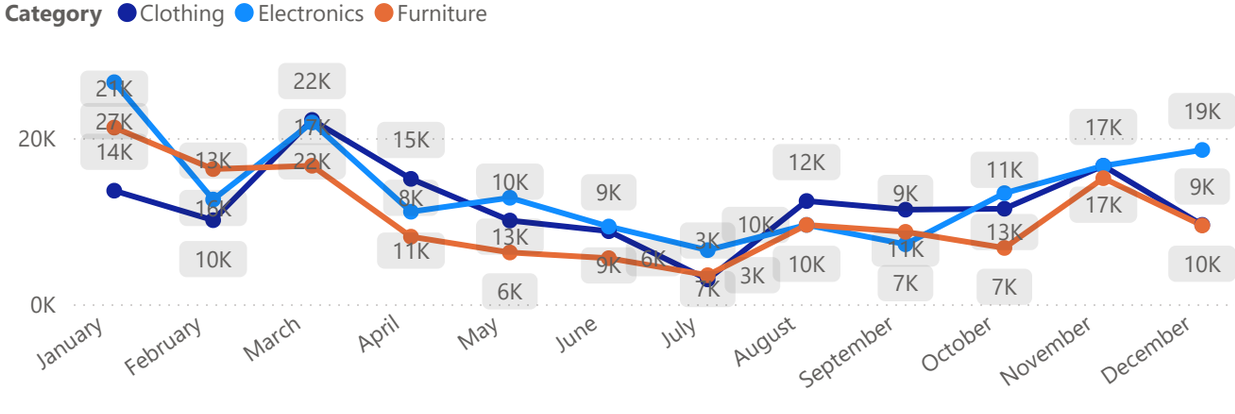


Financial Dashboard: Trend Analysis

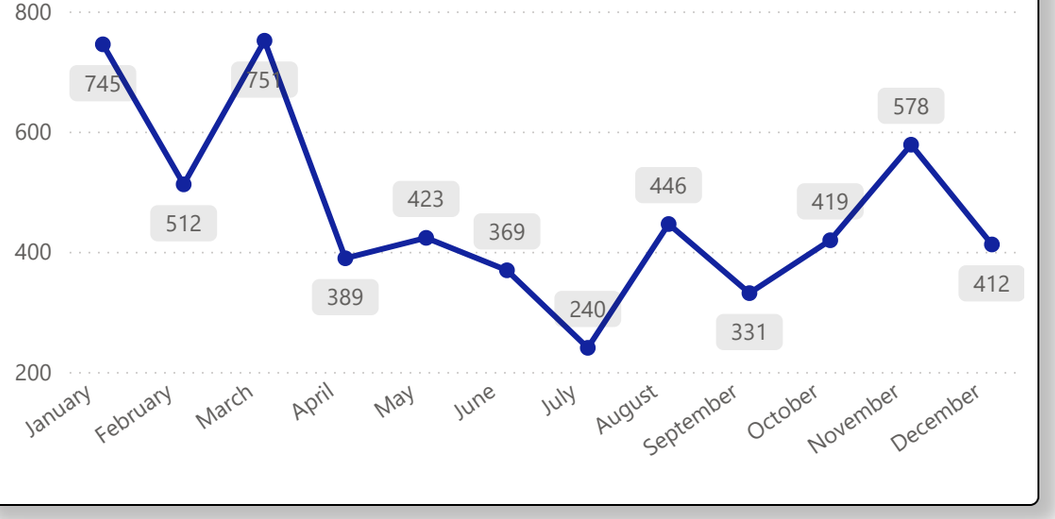
Profit Margin % by Month



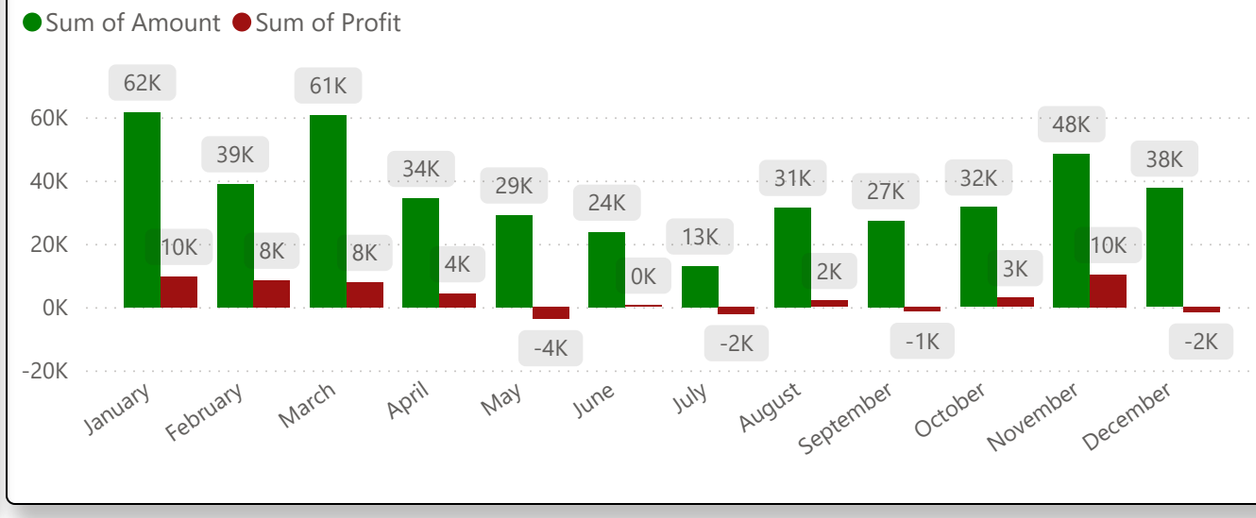
Sum of Amount by Month and Category



Sum of Quantity by Month

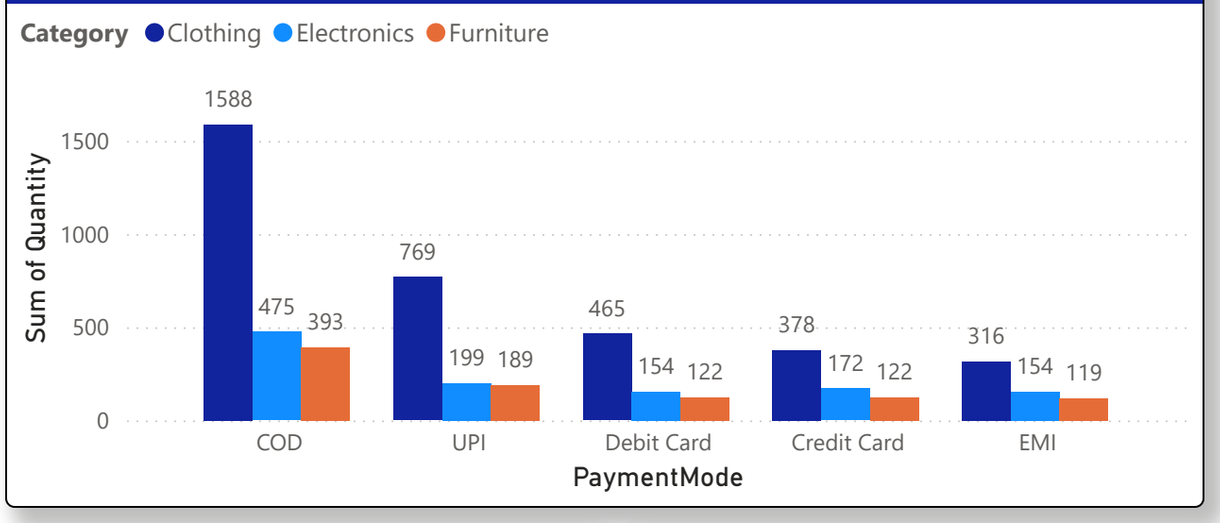


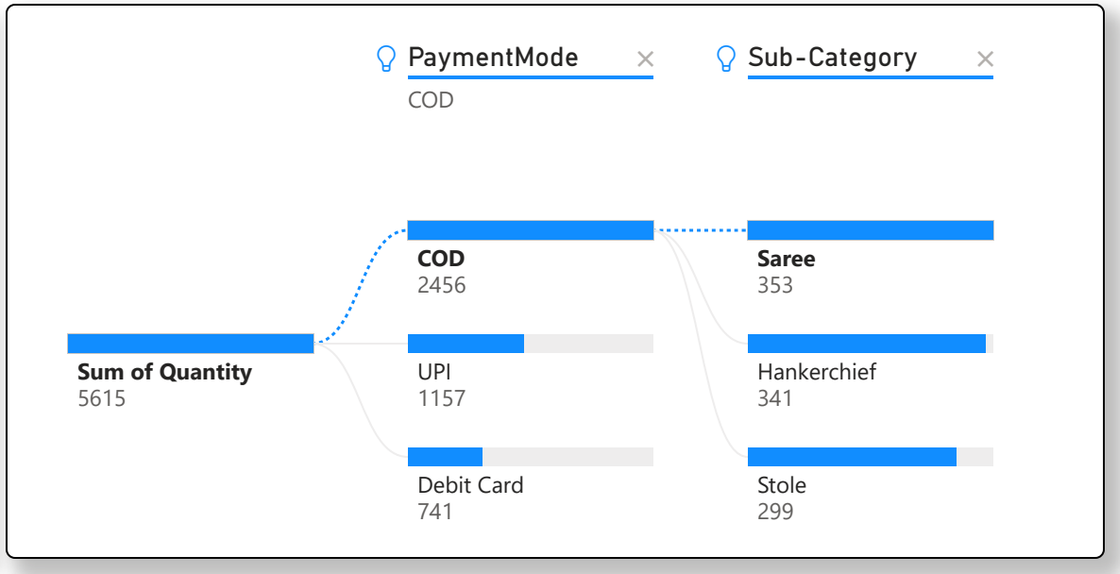
Sum of Amount and Sum of Profit by Month



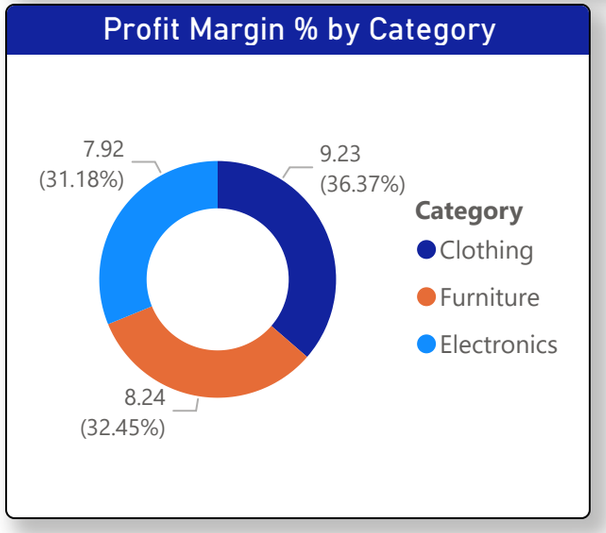
Financial Dashboard: Product Performance

Sum of Quantity by PaymentMode and Category

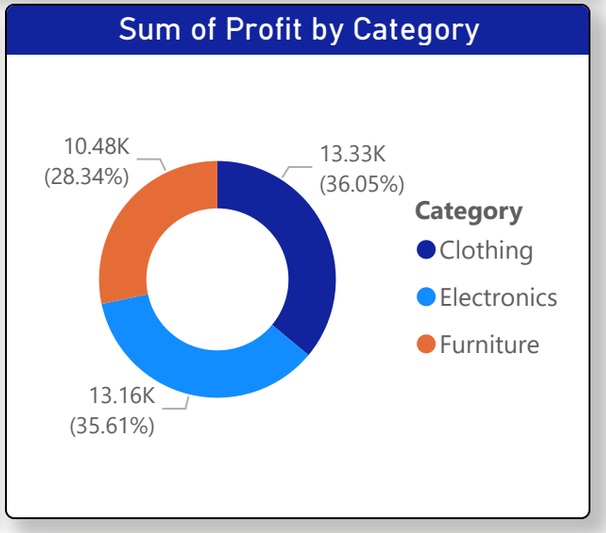




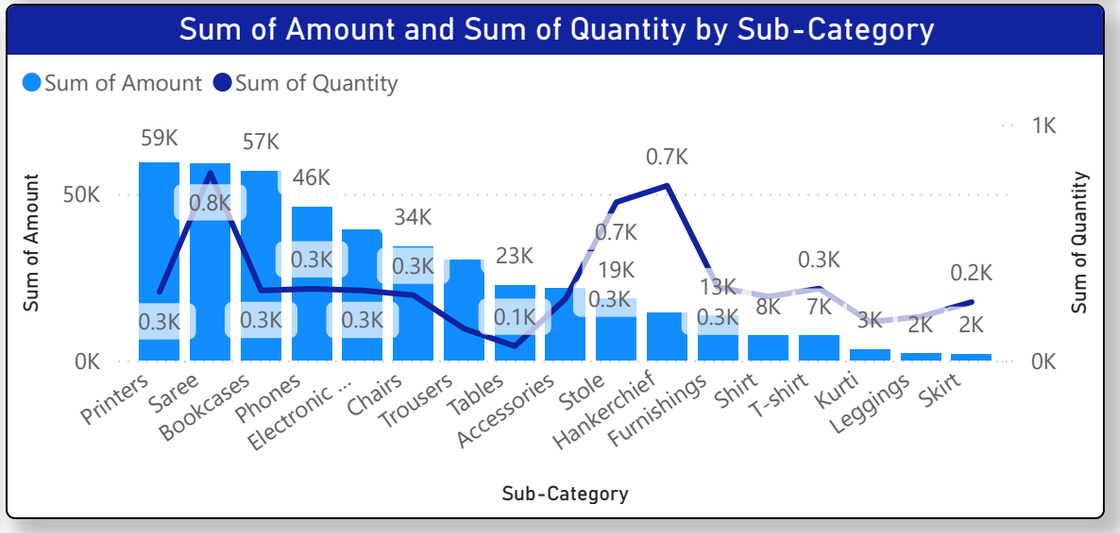
Profit Margin % by Category



Sum of Profit by Category



Sum of Amount and Sum of Quantity by Sub-Category



Financial Dashboard: Sales by Segment and Region

5615

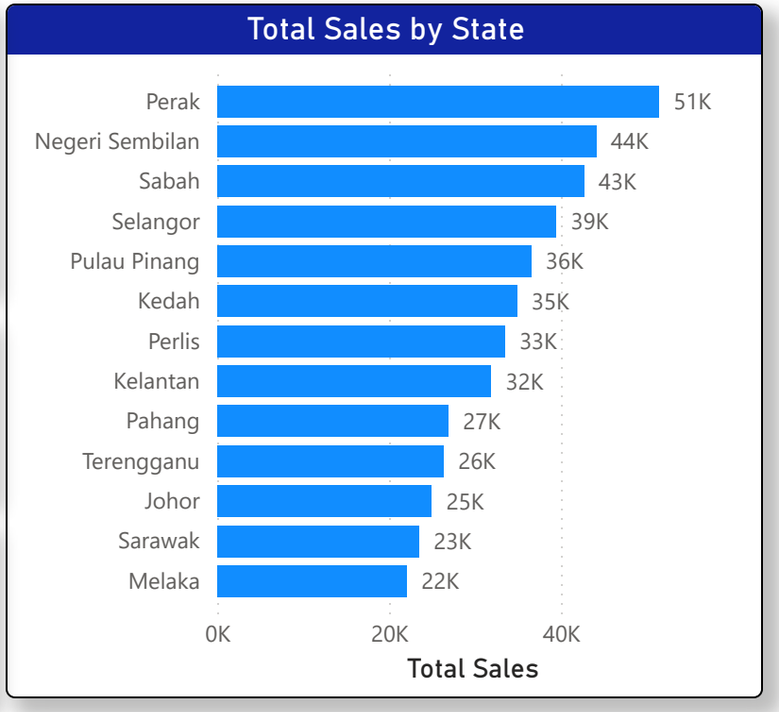
Total Quantity Sold

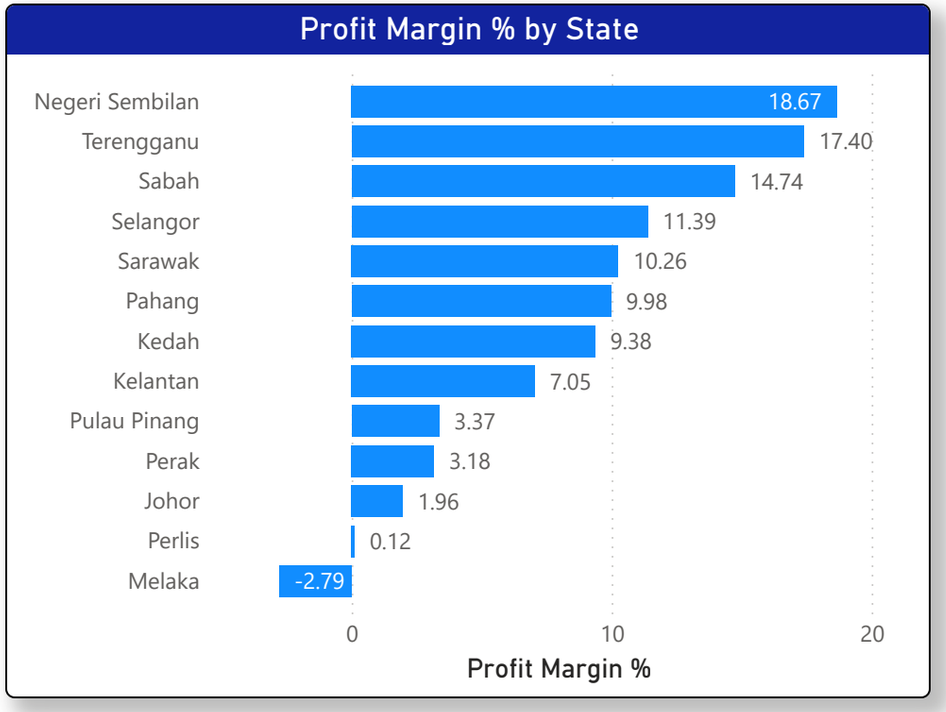
Category: All

Month: All

PaymentMode: All

Sub-Category: All





Month	city 1	city 10	city 11	city 12	city 13	city 2	city 3	city 4	city 5	city 6	city 7	city 8	city 9	Total
January	18201.0	9523.0	479.0	2284.0	5418.0	102.0	5923.0	2899.0	1864.0	4567.0	1231.0	3612.0	5529.0	**61632.0**
February	468.0	812.0	8181.0	1568.0	192.0	1800.0	1781.0	11444.0	5388.0	67.0	1895.0	2756.0	2610.0	**38962.0**
March	3305.0	2062.0	1673.0	4831.0	5776.0	5852.0	3546.0	2424.0	9235.0	7002.0	11989.0	2059.0	940.0	**60694.0**
April		7081.0	1598.0	4257.0	3889.0	5386.0	379.0	445.0	2097.0	1032.0	2391.0	3308.0	2467.0	**34330.0**
May	1411.0	27.0	5662.0	7510.0	1082.0	3563.0	299.0	477.0		929.0	2696.0	4124.0	1313.0	**29093.0**
June	545.0	247.0	2422.0	5852.0	1735.0	715.0	46.0	167.0	4682.0	4283.0	995.0	134.0	1835.0	**23658.0**
July	2606.0		490.0	1734.0	3420.0	58.0	1173.0	96.0	933.0	392.0	273.0	575.0	1216.0	**12966.0**
August		7116.0	3384.0	1581.0	5568.0	1500.0	3967.0	2982.0	139.0	875.0	3152.0	8.0	1220.0	**31492.0**
Total	**34920.0**	**45635.0**	**34381.0**	**40991.0**	**43606.0**	**32272.0**	**21733.0**	**33263.0**	**31538.0**	**30804.0**	**33274.0**	**22960.0**	**32394.0**	**437771.0**