Retail Sales Dashboard Insights

1. Sales Trends Over Time

- Sales peaked in **May** and **December**, highlighting **seasonal demand**.
- Certain months recorded **zero sales**, requiring further investigation.

Actionable Steps:

- Run **promotions and campaigns** during peak months to maximize revenue.
- Investigate the reasons for months with zero sales (e.g., operational downtimes or data gaps).

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2. Sales by Product Category

- **Groceries (0.96M)** and **Home Decor (0.79M)** dominate sales.
- **Clothing** and **Beauty** categories contribute the least (<0.5M).

Actionable Steps:

- Expand best-selling categories with **new products or bundle offers**.
- Boost low-performing categories using **discounts and targeted marketing**.

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3. Gender-Based Sales Distribution

- **Female customers (54.01%)** drive higher sales than males (45.99%).
- Groceries and Home Decor are more popular among females.

Actionable Steps:

- Run **targeted campaigns** for female-dominant categories.
- Introduce more **electronics, fitness, or tech products** to attract male customers.

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4. Age-Based Sales Contribution

- Customers aged **20–40** generate the most revenue, peaking around age 40 (~0.27M).

Actionable Steps:

- Offer **loyalty programs and personalized discounts** for this group.
- Engage younger (<20) and older (>40) customers with **tailored promotions**

5. Quantity vs Revenue Relationship

- Higher sales quantities do not always translate to higher revenue.
- Some **low-quantity, high-ticket items** contribute significantly to revenue.

Actionable Steps:

- Identify and focus on **premium/high-margin products**.
- Implement **upselling strategies** to increase order value.

Key Takeaways

- Leverage seasonal peaks (**May & December**) with **aggressive promotions**.
- Expand top-selling categories while **optimizing weaker ones**.
- Focus on **high-margin products** to optimize revenue.
- Run **gender- and age-specific campaigns** to increase engagement.