

# EXECUTIVE SUMMARY: SALES ANALYSIS DASHBOARD

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## Overview

This Sales Analysis Dashboard provides key insights into total orders, revenue, order delivery time, and customer spending patterns. It highlights performance across different periods, locations, and product categories, helping to make data-driven business decisions.

## Key Metrics

- **Total Orders:** 1,000
- **Total Revenue:** \$3,520,984.00
- **Average Order Delivery Time:** 5.53 days
- **Average Customer Spending:** \$3,520.98

## Performance Insights

1. **Revenue Trends by Occasion**
  - The highest revenue-generating occasions include **Raksha Bandhan, Holi, and Anniversaries**.
  - **Diwali and Valentine's Day** also contribute significantly, though with relatively lower revenue.
2. **Sales Performance by Category & Location**
  - Various product categories generate revenue evenly, with no single category dominating.
  - Among cities, **Haridwar, Imphal, and Kailali** have the highest number of orders.
3. **Revenue Distribution Over Time**
  - **Peak months:** January, June, and October show the highest revenue, indicating seasonal demand.
  - **Hourly Sales Trend:** Revenue peaks around the **early morning and late evening hours**.
4. **Top-Selling Products**
  - The **Magman Set** is the highest revenue-generating product, followed by **Quia Gift and Dolores Gift**.

## Actionable Insights

- **Marketing Strategies:** Focus promotional efforts around **Raksha Bandhan, Holi, and Anniversaries** for maximum sales impact.
- **Inventory Management:** Ensure adequate stock of high-performing products, especially **Magman Set and Dolores Gift**.
- **Logistics Optimization:** Reduce order delivery time by analyzing peak order hours and optimizing fulfillment processes.