Dashboard Insights Report

Overview

The dashboard provides key insights from the sales data, focusing on:

- Total Quantity and Sales Value.
- Top-Performing Categories, Products, and Businesses.
- Sales Trends Over Time.
- Customer Segmentation by Value and Quantity.
- Total Quantity and Value by Anonymized Category.

Key Findings

- **Total Quantity Sold:** 766,000 units.
- **Total Sales Value:** 497 million.

Top-Performing Categories

Quantity Sold

- **Category-120** leads with **170,000 units** sold.

Sales Value

- **Category-120** also dominates with **113 million** in sales revenue.

Top-Performing Products and Businesses

Sales Value

- **Top Product:** Product-66e0 contributed **31 million** in sales.
- **Top Business:** Business-978e generated **9 million** in revenue.

Sales Trends Over Time

Key Insights:

- **Peak Sales Value:** October (**54 million**).
- **Lowest Sales Value:** February (**29 million**).
- **Peak Quantity Sold:** October (**85,000 units**).
- **Lowest Quantity Sold:** February (**44,000 units**).

- **Notable Trends:**
    - Sales declined significantly in **December and March**.
    - A steady recovery starts from **late March**, suggesting potential seasonal factors.

Customer Segmentation

Distribution by Customer Group

- **High-Value Customers:** 1,630 businesses (**34%**).
- **Medium-Value Customers:** 1,550 businesses (**32.33%**).
- **Low-Value Customers:** 1,620 businesses (**33.67%**).

Revenue Contribution

- **High-Value Customers:** 469 million (**94.52%** of total revenue).
- **Medium-Value Customers:** 24 million (**4.81%** of total revenue).
- **Low-Value Customers:** 3.3 million (**0.66%** of total revenue).

Quantity Sold by Group

- **High-Value Customers:** 722,000 units (**94.3%**).
- **Medium-Value Customers:** 38,000 units (**5%**).
- **Low-Value Customers:** 5,300 units (**0.7%**).

Key Observations

- **High-value customers contribute the majority of sales** (94.52% revenue and 94.3% quantity sold) despite being only 34% of total businesses.
- **Medium and low-value customers contribute minimally**, highlighting the need to focus on high-value customers for business growth.

Conclusion & Recommendations

- **Retention Strategy:** Prioritize marketing and engagement efforts toward high-value customers.
- **Seasonal Trends:** Address sales dips in **November and December** with targeted promotions.
- **Product Optimization:** Leverage the success of **Category-120 and Product-66e0** by expanding availability or introducing complementary products.

The Power BI dashboard provides a clear and actionable summary of business performance, enabling data-driven decision-making for sustainable growth.