

**Unified Sales and Profit Overview**

Pavan Lalwani Co. Ltd. Sales Analysis and Key Insights Report

# Introduction

The **Pavan Lalwani Co. Ltd. Sales Performance Dashboard** provides a comprehensive overview of the company's sales and profitability metrics across various categories and regions. This dashboard is designed to offer clear and actionable insights, helping to identify key trends and areas for improvement.

**Dashboard Overview:**

1. Key Performance Indicators (KPIs):

**Total Sales Amount:** Displays the overall revenue generated.

**Total Profit Amount:** Shows the net profit earned after deducting costs.

**Total Number of Units Sold:** Indicates the total quantity of products sold.

**Total Profit Margin:** Represents the profit margin as a percentage of total sales.

**Average Profit per Unit Sold:** Calculates the average profit earned per unit sold.

**Total Discount Given:** Shows the total discount amount provided to customers.

**Average Discount per Unit:** Reflects the average discount applied per unit.

These KPIs are visualized using card visuals for quick and easy reference, offering an at-a-glance view of the company’s financial

1. Annual Sales, Profit, and Profit Margin Summary:

This section uses a combination of line and clustered column charts to visualize annual performance.

**Columns:** Represent the total sales and total profit for each year.

**Line Chart:** Displays the year-wise profit margin, providing a clear view of profitability trends over time.

The visual includes dynamic filters, allowing users to drill down into quarterly, monthly, and daily data for deeper analysis.

1. Total Sales and Profit by Category and Sub-Category:

A clustered column chart illustrates the sales, profit, and profit margin across different categories and their sub-categories.

This visualization makes it easy to identify which categories and sub-categories are most profitable and which may require attention to improve profitability.

1. Sales, Profit, and Profit Margin by Region:

A bar chart displays the distribution of sales, profit, and profit margin across different regions.

The chart highlights which regions generate the highest profit margins, allowing for targeted regional strategies.

1. Customer-wise Profit Margin and Sales Overview:

This section uses a clustered bar chart to compare sales and profit margins by customer.

One bar shows the total sales amount for each customer, while the second bar displays the profit margin, helping to identify the most valuable customers.

1. Sales and Profit Breakdown by State and City:

A map visualization with bubble charts represents the sales and profit breakdown by state and city.

The size of the bubble correlates with the profit generated, making it easy to see which states contribute the most to overall profitability.

# Key Insights

1. Best Year for Profit and Sales:

2021 was the most profitable year, with a total profit of ₹93,439.27 and the highest sales amount of ₹7,33,215.26.

2020 had the highest profit margin of 13.43%, making it the best year in terms of profitability percentage.

1. Top and Bottom Performing Categories:

The Technology category generated the highest profit, with the Copiers sub-category contributing ₹55,617.82 in profit. The total sales for this category were ₹14,91,525.03, with a profit margin of 37.20%.

The Tables sub-category, however, incurred a loss of around ₹18,000, making it the least profitable.

1. Regional Profit Analysis:

The West Region had the highest profit margin at 37.86%.

The Central Region had the lowest profit margin, indicating a need for improvement in this area.

1. Top Customers by Sales and Profit:

**Top 3 Customers by Sales Amount:**

Tamara Chand: ₹19,052.22 in sales.

Raymond Buch: ₹15,117.34 in sales.

Tom Ashbrook: ₹14,595.62 in sales.

**Top 3 Customers by Profit:**

Tamara Chand: ₹8,981.32 in profit.

Raymond Buch: ₹6,976.10 in profit.

Sanjit Chand: ₹5,757.41 in profit.

**Top 3 Customers by Profit Margin:**

Jenna Caffey: 47.53% profit margin.

Tamara Chand: 47.14% profit margin.

Raymond Buch: 46.15% profit margin.

1. State-wise Profit:

New York generated the maximum profit, followed by California as the second-highest profit-contributing state.