

DAIRY PRODUCTS SALES PERFORMANCE DASHBOARD



Revenue Overview Dashboard

Total Revenue by Brand: Amul is the top performer with 15M, followed by Mother Dairy (14M) and Raj (10M).

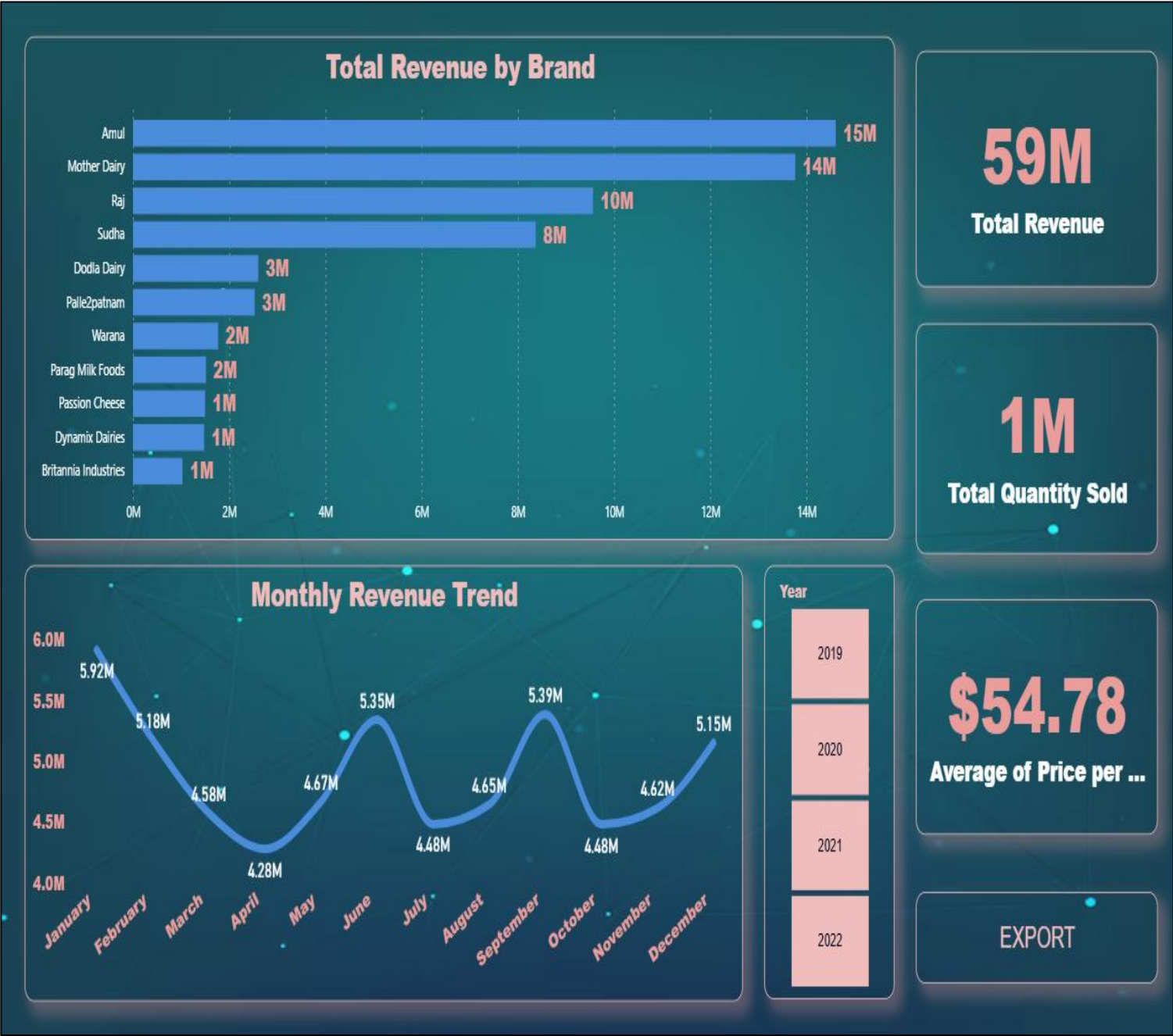
Monthly Revenue Trend: Revenue shows seasonal variation, with highest sales in January (5.92M) and September (5.39M), while April marks the lowest (4.28M).

Key Metrics:

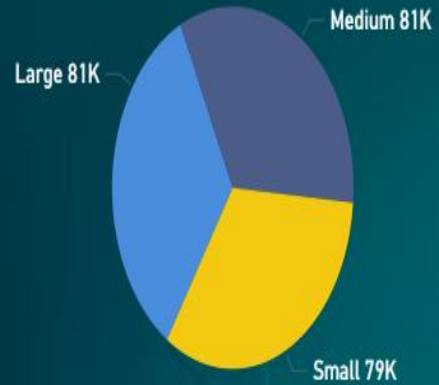
- ☐ Total Revenue: 59M
- ☐ Total Quantity Sold: 1M
- ☐ Average Price per Unit: \$54.78

Year Filter: Enables revenue analysis across 2019–2022.

Purpose: Provides a quick snapshot of brand-wise contribution and monthly revenue patterns for strategic decision-making.



Minimum Stock Threshold by Farm Size



1M

Quantity in Stock

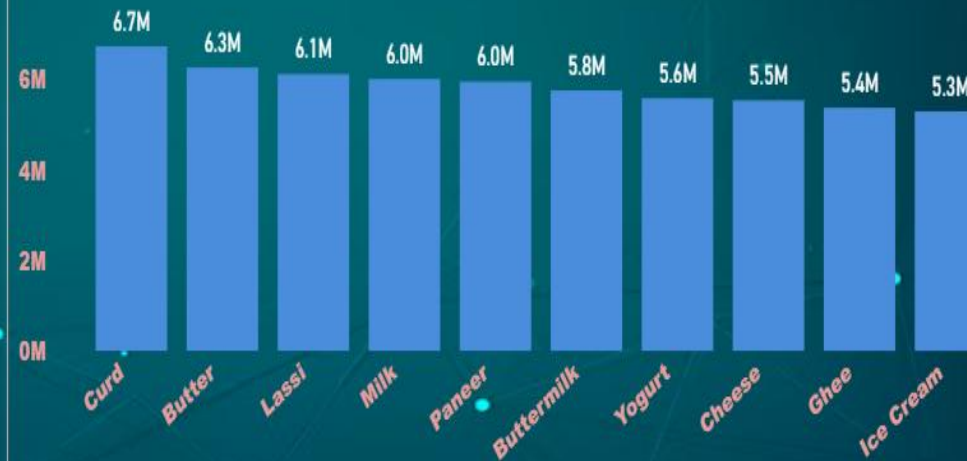
Reorder Quantity



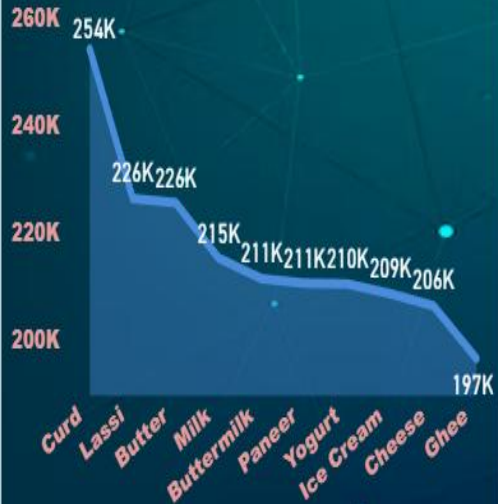
118M

Total Sales

Sum of Total Revenue by Product Name



Sum of Quantity by Product



Product by Shelf Life

Butter

16

Count of Shelf Life (days)

Buttermilk

8

Product Name

- ☐ Butter
- ☐ Buttermilk
- ☐ Cheese
- ☐ Curd
- ☐ Ghee
- ☐ Ice Cream
- ☐ Lassi

Clear

Next

Back

Product Performance Dashboard

Stock Overview:

Quantity in Stock: 1M

Reorder Quantity: 472K

Total Sales: 118M

Revenue by Product: Curd (6.7M), Butter (6.3M), and Lassi (6.1M) lead the chart.

Quantity Sold by Product: Curd has the highest sales (254K units), while Ghee records the lowest (197K units).

Minimum Stock Threshold by Farm Size: Balanced across Large (81K), Medium (81K), and Small farms (79K).

Shelf Life: Butter lasts 16 days, Buttermilk 8 days.

Purpose: Monitors product sales, stock health, and shelf life to manage inventory efficiently.

Brand vs Product Contribution

Revenue Contribution:

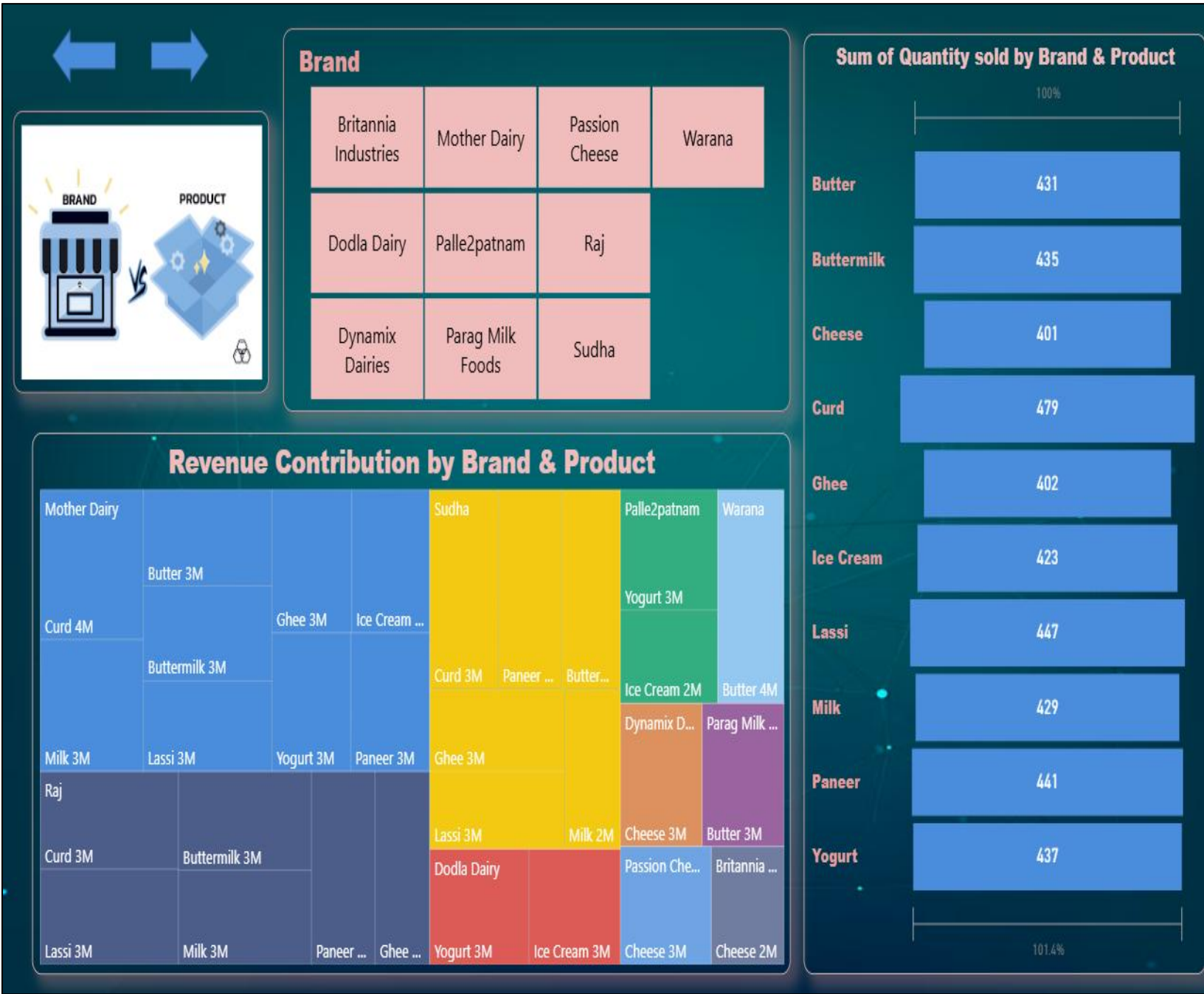
- Mother Dairy dominates with strong contributions from Curd (4M), Butter (3M), and Lassi (3M).
- Sudha contributes with Curd (3M), Paneer (3M), and Ghee (3M).

Quantity Sold by Brand & Product:

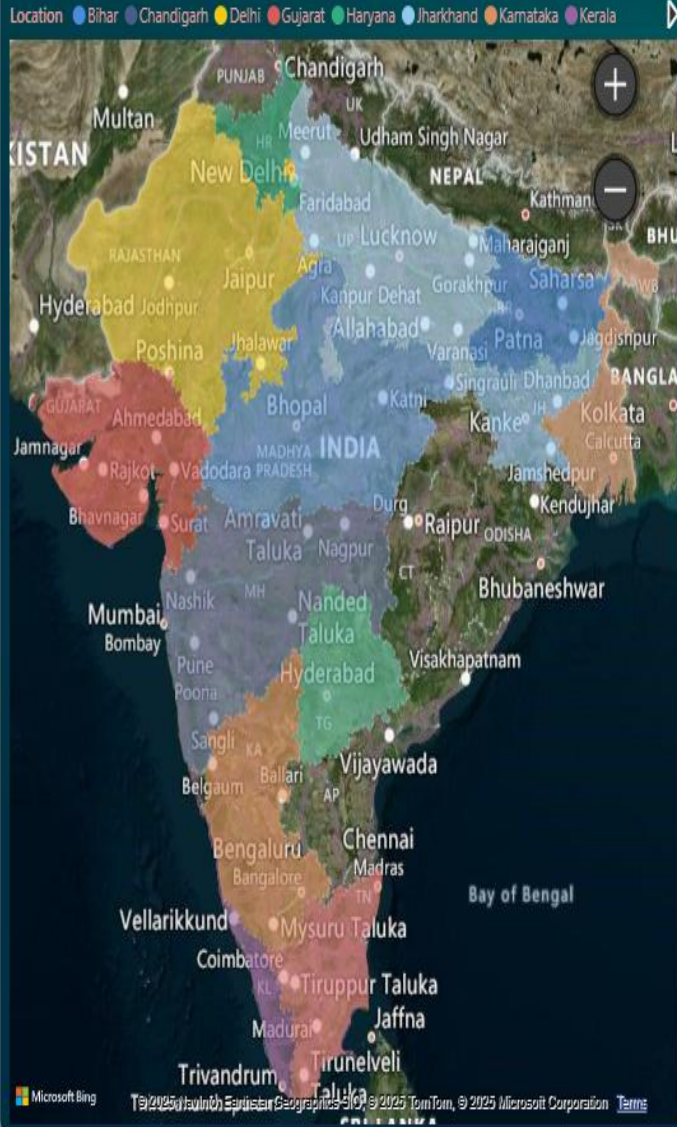
- Highest: Curd (479 units), followed by Lassi (447 units).
- Other products (Butter, Buttermilk, Cheese, Ice Cream, etc.) show steady distribution.

Visualization: Treemap highlights revenue share of each brand–product combination.

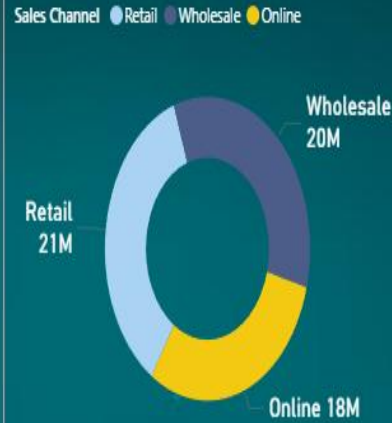
Purpose: Helps identify which brand–product mix drives the most revenue and sales volume.



Profit by Location



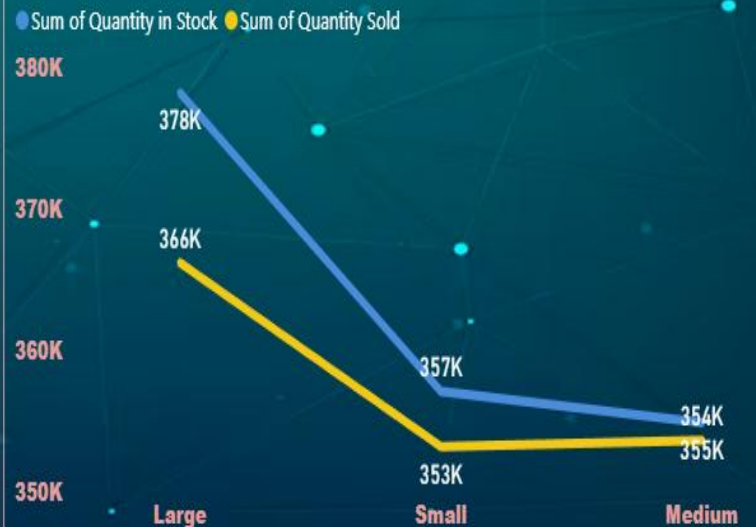
Total Revenue by Sales Channel



Product Name

- ☐ Butter
- ☐ Buttermilk
- ☐ Cheese
- ☐ Curd
- ☐ Ghee
- ☐ Ice Cream
- ☐ Lassi
- ☐ Milk
- ☐ Paneer
- ☐ Yogurt

Sum of Quantity in Stock and Sum of Quantity Sold by Farm Size



Regional & Sales Channel Insights

Profit by Location: Geographic map shows state-wise profit distribution across India.

Revenue by Sales Channel:

- ☐ Retail: 21M
- ☐ Wholesale: 20M
- ☐ Online: 18M

Quantity Analysis by Farm Size:

- ☐ Large farms: Stock 378K, Sales 366K
- ☐ Small farms: Stock 357K, Sales 353K
- ☐ Medium farms: Stock 354K, Sales 355K

Purpose: Provides geographical and channel-based insights to optimize distribution and farm-size performance.

Dairy Products Sales Performance Dashboard

Key Metrics:

- ❑ Total Revenue: 59M
- ❑ Average Price per Unit: \$54.78
- ❑ Total Quantity Sold: 1M
- ❑ Quantity in Stock: 1M

Revenue by Product Name: Highest revenue from Curd (6.7M) and Butter (6.3M).

Quantity Sold by Location: Rajasthan and Maharashtra lead, while states like Jharkhand and West Bengal contribute lower sales.

Monthly Revenue Trend: Peaks in January (5.92M) and September (5.39M), lowest in April (4.28M).

Profit by Sales Channel: Retail (42M) leads, followed by Wholesale (40M) and Online (36M).

Purpose: A consolidated view of product, region, and channel performance to track overall business growth.

