


# Sales Dashboard Report

## Supermarket Shop – Performance Summary

 “A comprehensive overview of key sales KPIs, trends, and category insights to drive data-backed decisions.”

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### Key Performance Indicators (KPIs)

KPI	Value
Total Sales	₹401,412
Total Profit	₹68,908
Profit %	17%
Top Product	Product41
Top Category	Category04

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### How the Dashboard Solves These KPIs

#### Total Sales

- **Metric:** Aggregated selling price × quantity for all transactions.
- **Solution:** Visualized using monthly and daily bar/line charts.
- **Use Case:** Understand revenue flows and identify peak sales periods.

#### Total Profit

- **Metric:** Total profit calculated from selling price minus buying price.
- **Solution:** Presented as a top-level metric for immediate visibility.
- **Use Case:** Evaluate overall business health and pricing efficiency.

## Profit Percentage

- **Metric:**  $(\text{Profit} / \text{Total Sales}) \times 100$ .
- **Solution:** Shown with a piggy bank icon for quick identification.
- **Use Case:** Supports profitability analysis and margin optimization.

## Top Product

- **Metric:** Product with the highest total sales value.
- **Solution:** Highlighted dynamically with supporting bar charts.
- **Use Case:** Focus marketing or inventory on high-performing products.

## Top Category

- **Metric:** Category with the highest sales across all products.
- **Solution:** Visualized using a treemap.
- **Use Case:** Helps prioritize profitable product categories.

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## Supporting Features in the Dashboard

- Sales Type Analysis via pie chart (Direct Sales, Online, Wholesaler).
- Payment Mode Split (Cash vs Online).
- Interactive Filters by year, month, sales type, and payment mode.
- Product-Level Insights using bar charts.

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## Business Impact

By consolidating key data points into a single interactive dashboard:

- Executives gain a **high-level overview** of sales and profitability.
  - Analysts can **drill down** by time, category, and payment behavior.
  - Marketing and operations teams can **align strategies** with data-driven insights.
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