

Sales Report Dashboard



Dashboard Summary

I have created this interactive e-commerce dashboard using a sales dataset to analyze business performance across various dimensions. The dashboard includes the following visualizations:

- **KPI Cards:** Display total Sales Amount, Quantity, Profit, and Average Order Value (AOV).
- **Bar Charts:**
 - *Amount by State* – compares total sales across top-performing states.
 - *Amount by Customer* – highlights highest-spending customers.
 - *Profit by Month* – shows monthly profit trends.
 - *Profit by Sub-Category* – ranks sub-categories by profitability.
- **Pie/Donut Charts:**
 - *Quantity by Payment Mode* – visualizes preferred customer payment methods.
 - *Quantity by Category* – shows distribution of sold items by product category.

Key Insights from E-Commerce Dashboard

- **Overall Performance:**
 - **Total Sales Amount:** ₹438K
 - **Total Quantity Sold:** 5,615 units
 - **Total Profit:** ₹37K
 - **Average Order Value (AOV):** ₹121K
- **Top Performing States:**
 - Maharashtra leads with ₹102K in sales, followed by Madhya Pradesh (₹87K).
- **Customer Highlights:**
 - Highest spender: **Harivansh** with ₹9.9K in purchases.
- **Payment Preferences:**
 - Most used mode: **Cash on Delivery (COD)** – 44% of transactions.
 - Other popular modes: UPI (21%), Debit Card (13%).
- **Category & Sub-Category Analysis:**
 - **Clothing** dominates with 63% of quantity sold.
 - **Printers** generate the highest profit among sub-categories (₹8.6K), followed by **Bookcases** and **Sarees**.
- **Monthly Profit Trends:**
 - Positive profits in Jan, Feb, Mar, Sep, Oct, and Nov (peak: March ₹6.3K).
 - Losses observed in June (-₹0.1K), July (-₹1.9K), and December (-₹1K).

Thank you ..