

JK Sales Analysis

Executive Summary: JK Sales Analysis Dashboard

The JK Sales Analysis Dashboard presents a concise yet powerful visualization of the company's sales data. Built using Power BI, it helps uncover business-critical insights by analyzing sales performance across categories, time periods, cities, and customer behavior. This summary captures the key findings and strategic implications derived from the analysis of 1,000 orders totaling ₹35,20,984 in revenue.

Key Business Metrics

This section highlights foundational metrics that reflect overall business performance:

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Customer Spend:** ₹3,520.98
- **Average Delivery Time:** 5.53 days

These figures indicate a healthy average transaction value, with room for improvement in delivery efficiency.

Occasion-Based Revenue

Orders are segmented by the occasion they were placed for. The highest revenue was observed during:

- **Anniversary, Raksha Bandhan, and Holi**

Meanwhile, **Diwali** and **Valentine's Day** underperformed despite being key gifting occasions. This suggests untapped potential in promotional strategies for these festivals.

Category-Wise Sales Analysis

Product categories were analyzed for their contribution to total revenue:

- **Colors** emerged as the top-earning category, likely due to Holi-related sales.
- **Soft Toys** and **Sweets** also performed well.
- **Mugs** and **Plants** contributed the least, indicating areas for review or repositioning.

Understanding these trends can help optimize inventory, promotions, and featured product strategies.

Hourly Revenue Trend

This section tracks the distribution of orders across different hours of the day. Sales are concentrated in:

- **Early mornings (5 AM – 8 AM)**
- **Evenings (5 PM – 8 PM)**

This insight can inform the timing of marketing campaigns, customer support, and push notifications to increase engagement and conversion.

Monthly Revenue Trend

Revenue fluctuated significantly month over month:

- **March** and **August** showed peak performance.
- **April to June** witnessed noticeable drops in sales.

These patterns align with major festivals and seasonal demand, helping plan campaigns and stock management more efficiently.

Top Products by Revenue

The analysis identifies the five most revenue-generating products:

- Includes items like **Magmam Set**, **Quia Gift**, and **Dolores Gift**

Focusing on these products for bundling, featured listings, and ad targeting can boost future sales.

Top Cities by Revenue

Revenue is mapped across cities, with:

- **Imphal**, **Dibrugarh**, and **Kavali** leading in sales

This regional analysis supports location-based marketing and helps prioritize logistics infrastructure in high-demand areas.