

Insights from Madhav Ecommerce Sales Dashboard

Dashboard Insights

1. **Overall Performance**:

- The total sales amount is 438K, with a profit of 37K from a quantity of 5615 items.
- Average Order Value (AOV) stands at 121K, indicating strong high-value transactions.

2. **State-wise Analysis**:

- Maharashtra leads in revenue generation, followed by Madhya Pradesh.
- Delhi and Uttar Pradesh show lower contribution, highlighting potential for regional growth strategies.

3. **Category and Sub-Category Trends**:

- Clothing is the top-selling category, comprising 63% of total quantity, followed by Electronics (21%) and Furniture (17%).
- Printers are the most profitable sub-category, significantly outperforming others such as Bookcases, Saree, and Accessories.
- Tables appear to be underperforming in terms of profit.

4. **Monthly Profit Trends**:

- Peaks in profitability are observed in January, March, and October.
- Negative profits are seen in June, July, and December suggesting the need to analyze seasonal operational or marketing inefficiencies.

5. **Customer Contribution**:

- Harivansh is the top spender followed closely by Madhav and Madan Mohan.
- Shiva contributes the least, pointing toward segmentation opportunities for personalized marketing.

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6. ****Payment Mode Preferences****:

- Cash on Delivery (COD) is the most used payment method at 44%, followed by UPI (21%) and Debit Card (13%).
- EMI is least used, indicating room to promote credit-based payment options for larger ticket items.

7. ****Recommendations****:

- Focus marketing efforts in Delhi and Uttar Pradesh to boost sales.
- Explore reasons behind low profit in some months and evaluate pricing strategies or seasonal discounting.
- Enhance promotion of low-performing sub-categories like Tables.
- Optimize logistics and stock management in top-performing states.
- Consider campaigns to shift customers from COD to digital payments for efficiency and security.

This dashboard provides a comprehensive overview of sales performance across various dimensions, offering actionable insights for strategic decision-making.