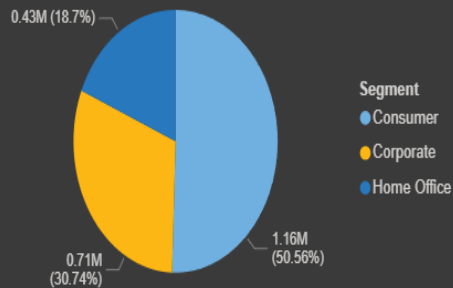
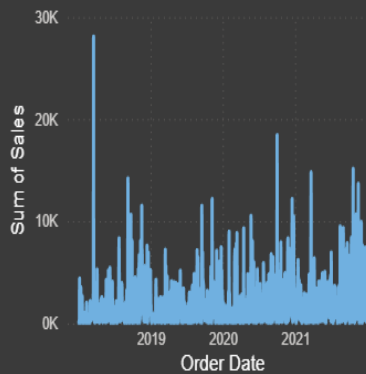


Pavan Lalwani Sales Analysis Report

Sum of Sales by Segment



Sum of Sales by Order Date



Sum of Discount

1.5...

Sum of Quantity

38K

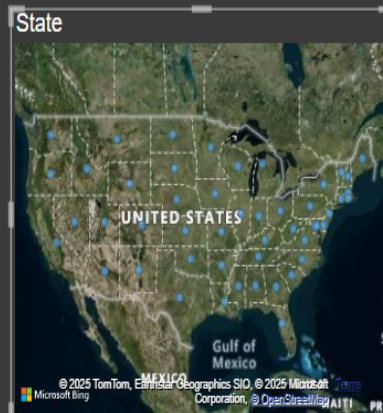
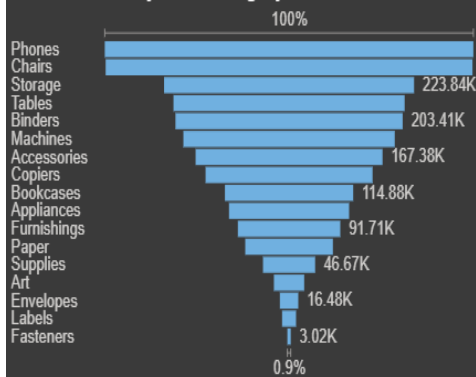
Sum of Sales

2.3...

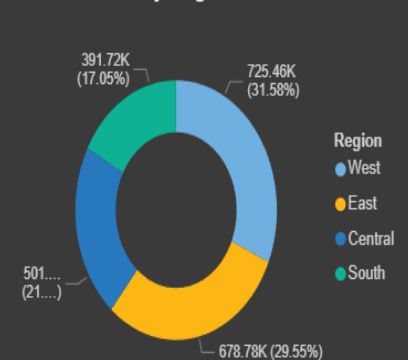
Sum of Profit

286...

Sum of Sales by Sub-Category



Sum of Sales by Region



Slide 1:- Sales by Segment

Visual: Pie Chart – *Sum of Sales by Segment*

Narrative: Over 50% of total sales come from the **Consumer segment**, followed by Corporate and Home Office.

Recommended Action:- Launch **targeted promotions** or **loyalty programs** for the Consumer segment to **retain and grow** this high-value customer base.

📊 Slide 2:- Top-Performing Categories

- ❑ Visual: Bar Chart – *Sum of Sales by Sub-Category*
- ❑ Narrative: **Phones** and **Chairs** are the top-selling sub-categories, each exceeding 200K in sales.
- ✓ Recommended Action: Focus on top categories while **re-evaluating** low performers like **Envelopes** and **Fasteners**.

❑ Slide 3:- Regional Sales Breakdown

- ❑ Visual: Donut Chart – *Sum of Sales by Region*
- ❑ Narrative: **West region** leads in sales (31.58%) while **South** and **Central** regions show room for growth.
- ✓ Recommended Action: Expand **regional campaigns** in South and Central to **unlock potential**.

✓ Overall Recommendation for Stakeholders

Based on the sales analysis dashboard, we recommend focusing on three key areas to improve performance and profitability:-

1. **Double down on the Consumer segment**, which currently brings in more than half of total sales. These customers are highly valuable, so consider launching special offers, loyalty rewards, or personalized marketing to keep them engaged and coming back.
2. **Prioritize top-selling product categories** like Phones and Chairs. These items are driving the most revenue. At the same time, take a closer look at low-performing categories such as Envelopes and Fasteners — they may need to be bundled, discounted, or removed.
3. **Explore growth opportunities in the South and Central regions.** While the West leads in sales, the South and Central show strong potential. With more targeted marketing or better distribution in these areas, we can boost sales and expand our reach.