



Business Analytics

DYNAMIC DASHBOARD

Presented by: Teesha, Ankit, Krish, Shubham

Brand	Category	Material	Colour	Location	Season	Store Type	Cost	Sales	Profit Margin	Inventory	Discount Percentage	Delivery Days	Revenue
Greenply	Bed	Plastic	Red	Rural	Spring	Online	181.6109316	40	16.89924312	105	27.79643342	9	3949.165238
Home Town	Chair	Glass	Blue	Rural	Summer	Online	385.033827	7	19.41888821	192	26.94371504	6	-3521.002258
Home Town	Table	Metal	Black	Suburban	Fall	Online	276.7367652	32	27.05884194	59	21.94813022	2	14285.56022
Home Town	Table	Glass	Green	Rural	Summer	Retail	281.8413339	48	11.75811426	45	11.00994442	2	12261.0737
Home Town	Chair	Glass	Brown	Rural	Fall	Online	69.74368145	19	41.98101938	35	3.183762557	9	-4588.255733
Centuryply	Table	Plastic	Brown	Urban	Fall	Retail	65.35208254	6	45.62943159	185	20.65935157	8	9136.301617
Greenply	Sofa	Glass	Green	Suburban	Summer	Online	64.0762673	20	15.84152132	165	29.35962244	9	4128.412805
Oxford	Sofa	Wood	White	Urban	Winter	Retail	297.1412263	27	32.43400733	10	21.79813312	4	9516.966398
Home Town	Bed	Fabric	Brown	Suburban	Spring	Retail	268.8328794	43	16.12124583	11	27.86188108	4	8882.539029
Home Town	Sofa	Fabric	Black	Urban	Spring	Retail	316.0052172	37	14.27639179	169	24.12914139	2	8946.637741
Centuryply	Sofa	Plastic	Green	Urban	Spring	Online	31.11208153	48	47.50169626	38	4.893440254	1	1201.731751
Centuryply	Desk	Fabric	White	Rural	Fall	Retail	415.137624	7	14.66140948	198	7.476113118	4	1782.770514
Centuryply	Desk	Wood	Blue	Rural	Fall	Retail	288.441957	5	32.06723779	138	10.25596805	8	-1043.264316
Greenply	Desk	Plastic	Blue	Suburban	Summer	Online	102.4942102	11	29.58270044	35	5.04781333	2	1003.510254
Oxford	Desk	Metal	Black	Suburban	Winter	Retail	98.94989714	15	24.93629956	51	17.44953998	8	-1415.105421
Greenply	Table	Fabric	Black	Suburban	Summer	Retail	115.3761615	3	12.94469573	30	29.26351572	1	1398.516925
Home Town	Bed	Glass	Black	Rural	Summer	Online	94.88369277	5	49.23535622	32	22.843765	1	603.6743864
Centuryply	Bed	Wood	Brown	Urban	Winter	Retail	197.6478683	23	30.92626127	140	12.70160247	4	2242.935315
Home Town	Sofa	Wood	Black	Suburban	Fall	Online	189.4125299	37	22.4911183	145	0.135134429	7	8595.562315
Oxford	Bed	Fabric	Green	Rural	Summer	Online	142.8658944	9	21.09172169	168	9.398280334	9	4191.031416
Oxford	Sofa	Metal	Green	Rural	Summer	Online	252.7885851	15	22.29870274	57	15.80277863	5	-7173.239162
Greenply	Bed	Glass	White	Urban	Fall	Retail	62.45033877	3	44.62259482	183	9.727526216	2	3196.398404
Greenply	Chair	Metal	Green	Urban	Spring	Online	112.4644851	29	38.02417647	151	3.331047691	7	-1044.709669
Centuryply	Chair	Metal	Brown	Rural	Winter	Retail	138.2612678	6	35.65137898	127	13.28294871	2	-1176.481119
Centuryply	Bed	Fabric	Blue	Urban	Winter	Retail	209.7428302	17	17.82251169	30	7.597584509	9	-10139.13042
Home Town	Table	Glass	White	Urban	Spring	Retail	246.6373879	26	38.8496051	54	27.27697129	9	10454.45168
Centuryply	Sofa	Fabric	Green	Rural	Winter	Retail	81.71370653	21	41.57180145	9	3.052635855	3	-853.9161998
Centuryply	Bed	Fabric	Black	Suburban	Spring	Online	248.475203	8	11.70207924	187	1.474578862	8	-281.0040997
Home Town	Sofa	Wood	Green	Suburban	Summer	Online	159.4156768	21	49.6454686	129	0.159425075	4	7091.019256
Oxford	Desk	Fabric	Red	Rural	Winter	Retail	63.75061428	11	10.08716577	14	9.842090535	3	-9150.835909
Centuryply	Bed	Plastic	White	Suburban	Winter	Retail	249.2498909	38	22.92714805	2	19.81160515	1	10164.65677
Centuryply	Table	Glass	Brown	Rural	Summer	Online	105.3666341	8	16.86122802	42	21.91241259	5	4032.952493
Home Town	Desk	Wood	Green	Rural	Fall	Online	48.97877934	42	38.21522415	158	13.5978505	4	3747.744772
Home Town	Bed	Glass	Green	Urban	Fall	Online	241.2305922	24	49.42738889	197	20.52985951	1	7128.460236
Home Town	Chair	Wood	Brown	Suburban	Summer	Retail	385.2764776	35	20.48521926	66	10.79742109	8	15333.36742
Home Town	Bed	Plastic	Blue	Rural	Winter	Online	344.9499457	14	16.63421612	55	20.0341866	8	4254.880381
Home Town	Chair	Fabric	Black	Suburban	Winter	Online	148.9482813	14	20.38095472	62	1.217879559	8	6379.848368
Centuryply	Chair	Wood	Black	Suburban	Winter	Online	52.34467952	10	44.28598851	14	11.72258954	3	7104.438995
Greenply	Bed	Wood	Blue	Suburban	Spring	Retail	286.8146376	12	19.86288311	108	23.72549033	6	1221.715009
Greenply	Bed	Wood	Blue	Rural	Fall	Online	200.3325571	38	19.24308872	115	24.09018091	7	8313.359959
Greenply	Chair	Plastic	Red	Urban	Winter	Online	22.02546512	11	22.45927227	21	21.12111227	2	226.4420051

Dynamic Dashboard

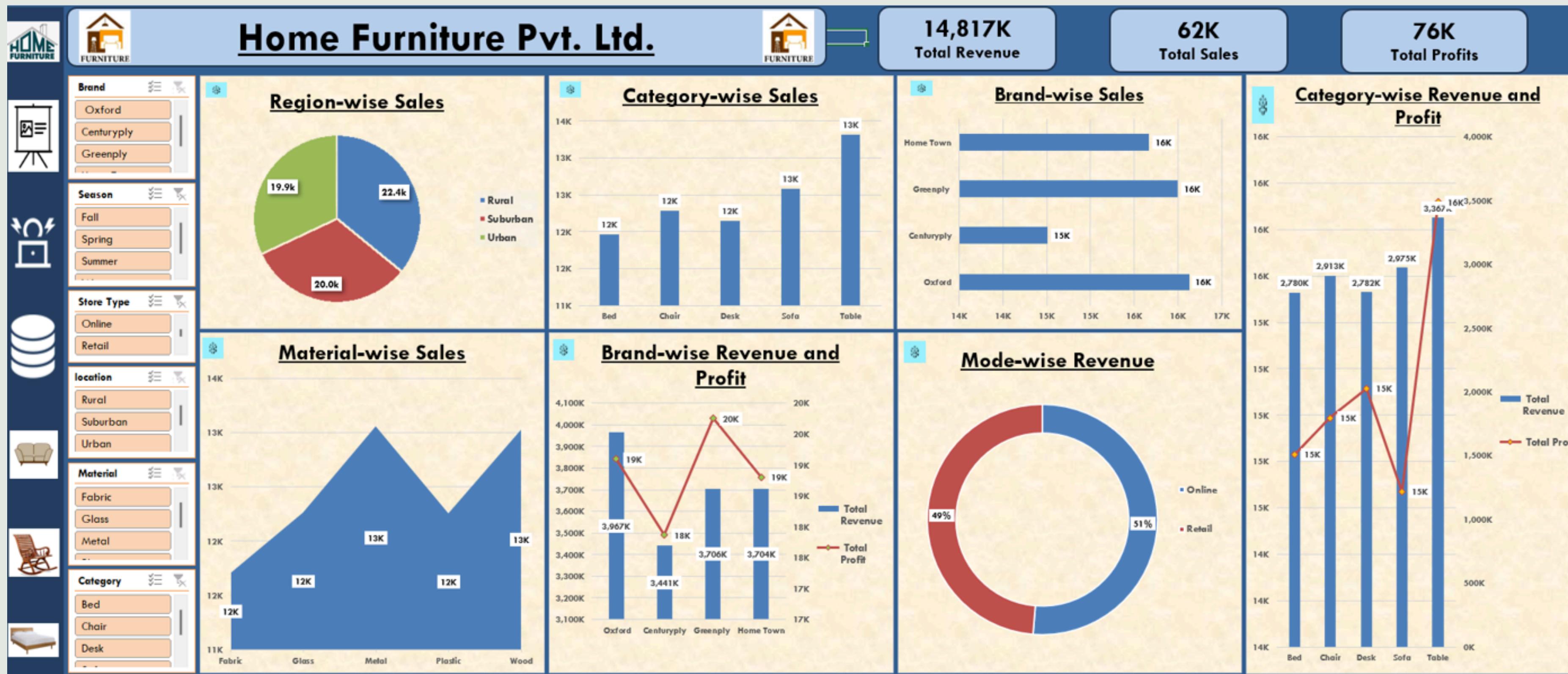


Table of
CONTENT

1). Objective of the study

2). Insights & Analysis

3). Recommendations



OBJECTIVE OF THE STUDY



The primary goal of this project is to examine retail sales data in order to extract valuable insights that can improve the Home Furniture sales performance

Key INSIGHTS & ANALYSIS...

- *The raw data consists of various brands category material colour location etc , which gives a diverse range of product idea.*
- *In the Dashboard home furniture's region wise sale gives us clear picture that the product are being sold in Rural, Urban and Semi- Urban region.*



Key INSIGHTS & ANALYSIS...

- *There were mainly five categories in the market which are bed, chair, table, desk and sofa.*
- *There are mainly four major players in the market: Oxford, Century Ply, Green Ply, and Hometown, with Oxford having the highest total revenue.*



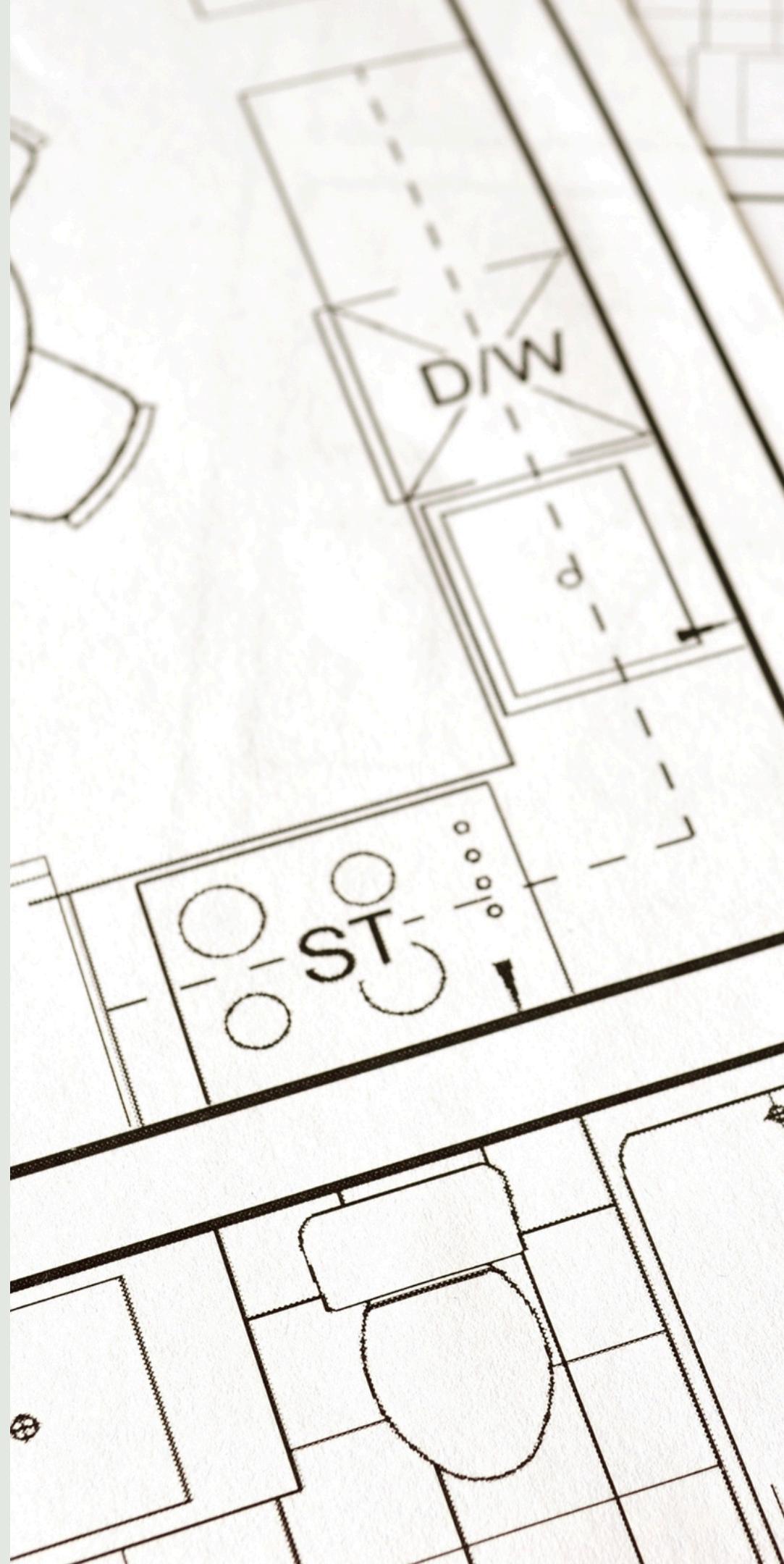
Key INSIGHTS & ANALYSIS...

- There are mainly two modes of revenue: products are either sold offline or online. In this dashboard, it shows that the ratio of offline to online customers is almost 1:1.



Key RECOMMENDATIONS

- Focusing on rural and suburban markets is crucial, as suburban areas contribute the most to sales at 22.4%, followed closely by rural areas at 19.9%. This suggests that increasing attention on these markets could further boost overall sales.



Key RECOMMENDATIONS

- The top-selling product category is tables, with 13,000 units sold, indicating a strong preference in this category. Expanding the product variety or bundling tables with other items could further boost revenue.



Key RECOMMENDATIONS

- While both sales channels are performing well, focusing on enhancing the in-store experience and expanding retail outlets could be more beneficial, as retail sales currently contribute the most to overall revenue.





Thank you

