**Palmonas Sales Performance Report**

**Dashboard:**

**A screenshot of a computer dashboard

Description automatically generated**

**Overview**

Assuming that this sales data belongs to Palmonas Company. The Palmonas Sales Dashboard provides a detailed analysis of sales, inventory, and revenue performance for the specified period. With a total revenue of ₹825.17K and 14,925 units sold, the report highlights key trends, top-performing products, and insights into pricing and category contribution.

**Key Findings**

**1. Overall Sales Performance**

* **Total Revenue**: ₹825.17K
* **Total Units Sold**: 14,925 units
* The company has achieved robust sales volume, showcasing the effectiveness of its sales strategies.

**2. Sales Trend Over Time**

* The daily sales trend displays noticeable fluctuations, with several peaks indicating high-demand days. These may align with promotional campaigns or seasonal trends.
* Periodic dips highlight opportunities to increase engagement and revenue during slow periods through targeted marketing or offers.

**3. Top Performing SKUs**

* The top-selling products are as follows:
  + **SKU0021**: 187 units
  + **SKU0028**: 185 units
  + **SKU0067**: 183 units
* These SKUs are driving the highest sales volume and should remain a focus for inventory planning and marketing efforts.

**4. Price Sensitivity Analysis**

* The scatter plot analysis reveals a significant relationship between selling price and units sold.
* Products priced moderately tend to sell more, while those with extreme prices (high or low) show mixed results.
* This indicates potential for refining pricing strategies to enhance sales performance.

**5. Cost Price of SKUs**

* The bar chart highlights cost price distribution across SKUs, with **SKU0090** being the most expensive.
* Understanding cost structure provides insights into profitability and can help identify opportunities for cost optimization.

**6. Revenue Breakdown by Category**

* **Best Sellers** contribute the highest share of revenue (**49.74%**), followed by:
  + **Mid Sellers**: 38.63%
  + **Low Sellers**: 11.62%
* Prioritizing best sellers for marketing and ensuring inventory availability is critical for sustained revenue growth.

**Recommendations**

1. **Maximize Revenue from Best Sellers**:
   * Ensure adequate stock levels for top-performing SKUs like SKU0021, SKU0028, and SKU0067 to prevent stockouts.
   * Focus marketing campaigns on these products to capitalize on their popularity.
2. **Optimize Pricing Strategy**:
   * Use insights from the price sensitivity analysis to adjust pricing for underperforming SKUs.
   * Evaluate whether pricing adjustments can increase sales for SKUs priced too high or too low.
3. **Improve Inventory Management**:
   * Align inventory levels with demand forecasts to avoid overstocking or understocking.
   * Pay close attention to high-cost SKUs like SKU0090 and assess their profitability.
4. **Address Sales Dips**:
   * Analyze sales trends to identify reasons for dips and address them with promotions, discounts, or bundled offers.
   * Leverage marketing efforts during off-peak periods to sustain consistent sales.
5. **Expand Revenue Contribution**:
   * Develop strategies to convert low sellers into mid or high performers through promotions or rebranding.
   * Explore cross-selling opportunities to boost revenue from mid-performing SKUs.

**Conclusion**

The Palmonas Sales Dashboard provides valuable insights into sales performance, pricing trends, and inventory management. By focusing on best sellers, refining pricing strategies, and addressing sales dips, the company can optimize its operations and achieve greater profitability. With data-driven decision-making, Palmonas can sustain its growth trajectory and enhance customer satisfaction.