

INSIGHTS FROM THE SALES DASHBOARD

The insights which can be generated from the sales dashboard are listed below-

1.Regional Sales Insights

OBSERVATIONS:

- Top Performing Region: West (33.37%)
- Followed by: East (28.75%), Central (21.78%), and South (16.1%)
- Highest Sales in California with-3,35,190.
- Lowest Sales in North Calorina-39,705.

INSIGHTS:

- The West region is the leading revenue generator with 33.37%, accounting for one-third of total sales. The South underperforms, indicating potential to increase penetration through targeted marketing or channel partnerships.
- Major cities like San Francisco, Los Angeles, and San Diego are tech and business hubs. California is home to large distribution centers and ports, improving product availability and faster delivery, enhancing customer satisfaction and sales.
- North Carolina customers may focus more on categories with lower average sales prices (e.g., binders, accessories), leading to a lower cumulative sales figure.If logistics support is less robust, delivery issues may reduce order volumes or repeat business.

2.Sales by Payment Mode

OBSERVATIONS:

- COD (Cash on Delivery): 43%
- Online Payments: 35%
- Card Payments: 22%

INSIGHTS:

- A significant proportion of customers prefer COD, which might reflect trust concerns with digital payments. Encouraging digital payments through incentives can improve cash flow and operational convenience.

3.Sales by Customer Segment

OBSERVATIONS:

- Consumer Segment: 48%
- Corporate: 33%
- Home Office: 19%

INSIGHTS:

- The Consumer segment dominates sales, but the Corporate segment also offers strong potential. Tailored marketing and account-based strategies can help maximize revenue from high-value B2B clients.

4.Shipping Mode Preferences

OBSERVATIONS:

- Standard Class is the most used shipping method: ₹0.91M in sales
- Other modes: Second Class (₹0.31M), First Class (₹0.24M), Same Day (₹0.10M)

INSIGHTS:

- Customers overwhelmingly prefer Standard Class, indicating a cost-sensitive market. There may be an opportunity to upsell faster delivery through bundled offers or loyalty programs.

5.Yearly Trends – Profit & Sales

OBSERVATIONS:

- Highest Profits: The highest sales has been recorded in 2020 Q4.

INSIGHTS:

- It is indicating growth in customer demand, marketing efforts, or product offerings during the final quarter of 2020. It's a clear indicator that the business scaled operations or improved its sales strategy during that period as compared to 2019.
- The organisation may have implemented new strategies how to connect with people during covid19 like home delivery services and launched new products as per the needs of the people during that time which played a huge factor to boost sales.

OBSERVATIONS:

- Lowest Profits in January and February 2019 saw very low sales (~₹18–20K).

INSIGHTS:

- This could be due to low customer engagement post-festive season or limited promotional efforts. Consider introducing New Year offers or loyalty discounts during low-demand quarters.
- Sales in the future can be predicted in the future:
 - Upper Bound (11.8K) → If everything goes optimally (best-case sales growth).
 - Lower Bound (6K) → If sales slow down or drop (worst-case scenario).

6.Product Category Performance**OBSERVATIONS:**

- Top Categories by Sales:
- Office Supplies (₹0.64M)
- Technology (₹0.47M)
- Furniture (₹0.45M)

INSIGHTS:

- Office Supplies dominate overall category sales, with Technology and Furniture following closely. Promotions or bundled offerings in these categories could further boost revenue.

7.Sub-Category Insights**OBSERVATIONS:**

- Best-selling Sub-Categories:
- Phones (₹0.20M)
- Chairs, Binders, Storage, Accessories (each around ₹0.1M)

INSIGHTS:

- Phones lead sub-category performance, indicating high-value sales potential. Expanding the product range and offering accessories or add-ons can improve basket size.

