

Sales Performance Dashboard - 2024

Created by : Kartik Gupta

Total Revenue  
₹ 7,03,192.50

Total Quantity Sold  
198

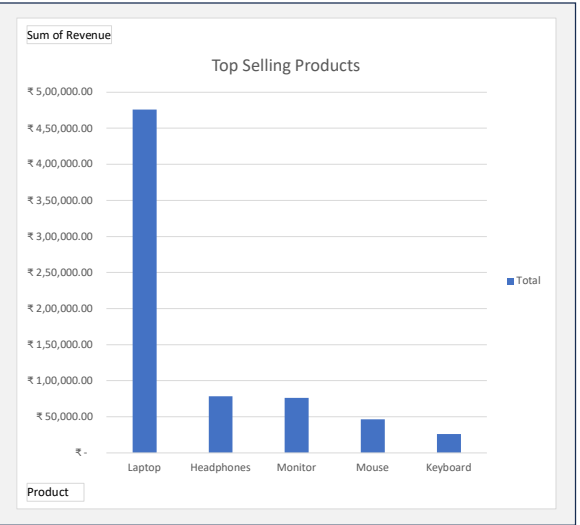
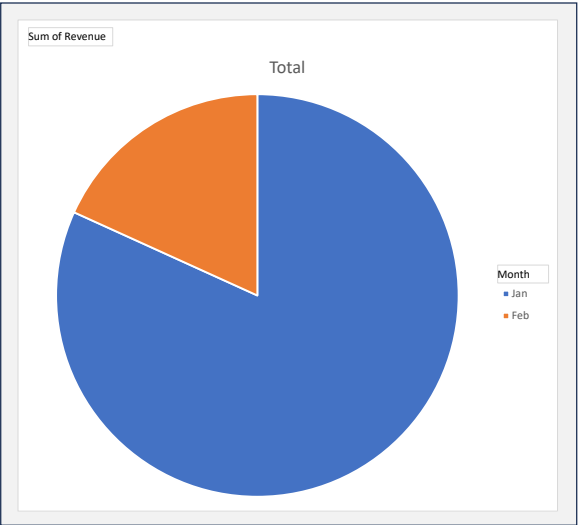
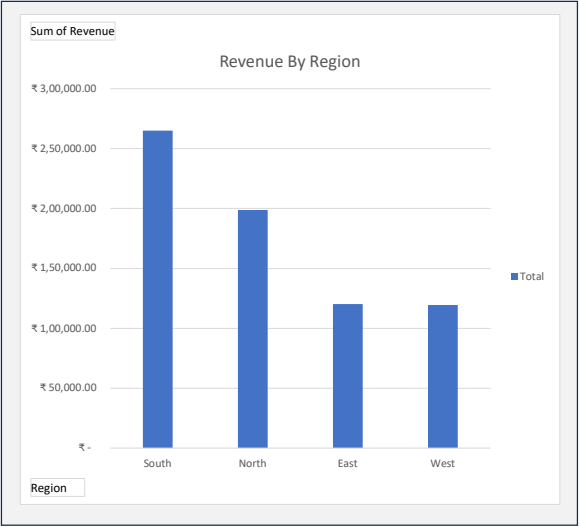
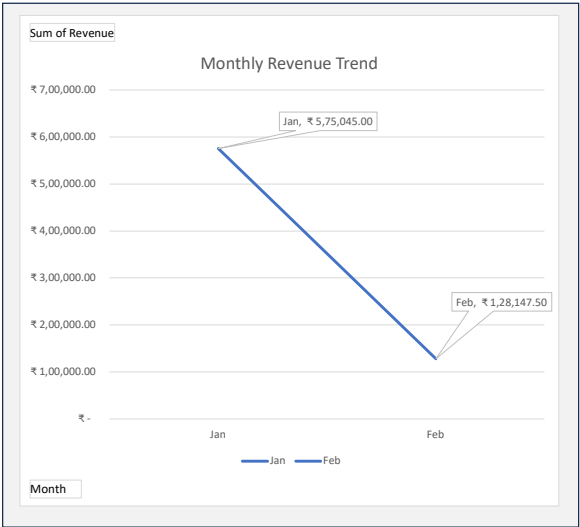
Best Region  
South

Best Product  
Laptop

Month	Sum of Revenue
Jan	₹ 5,75,045.00
Feb	₹ 1,28,147.50
Grand Total	₹ 7,03,192.50

Region	Sum of Revenue
South	₹ 2,64,970.00
North	₹ 1,98,787.50
East	₹ 1,20,140.00
West	₹ 1,19,295.00
Grand Total	₹ 7,03,192.50

Product	Sum of Revenue
Laptop	₹ 4,76,000.00
Headphones	₹ 78,300.00
Monitor	₹ 76,440.00
Mouse	₹ 46,462.50
Keyboard	₹ 25,990.00
Grand Total	₹ 7,03,192.50



### Key Insights

Total revenue generated: ₹7,03,192.50

Total units sold: 198

South region is the top performer, contributing the highest revenue among all regions.

Laptop is the best-selling product, generating the maximum revenue compared to other categories.

Revenue dropped from January to February, indicating a decline in sales performance month-over-month.

Laptop and Monitor contributed the majority of revenue, making them the most impactful product categories.

North region is the second-best performing region, while East and West show comparatively lower sales.

Product categories like Keyboard and Mouse have minimal contribution and may need promotional focus.