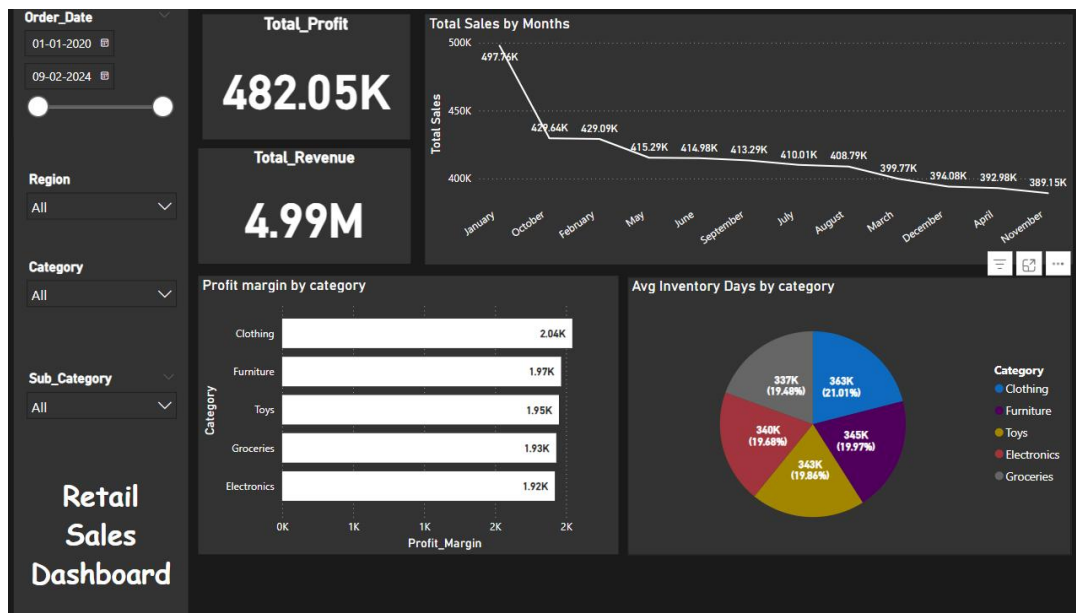
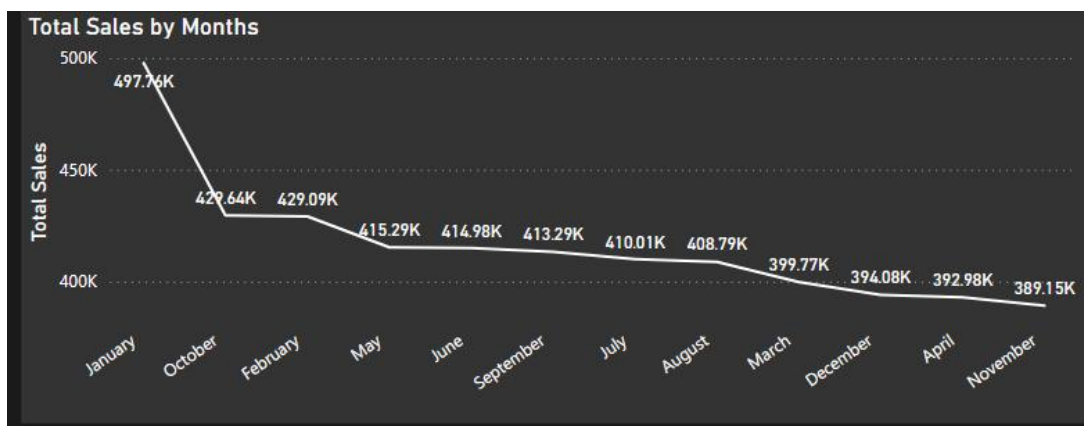


Key Insights from Retail Sales Dashboard.



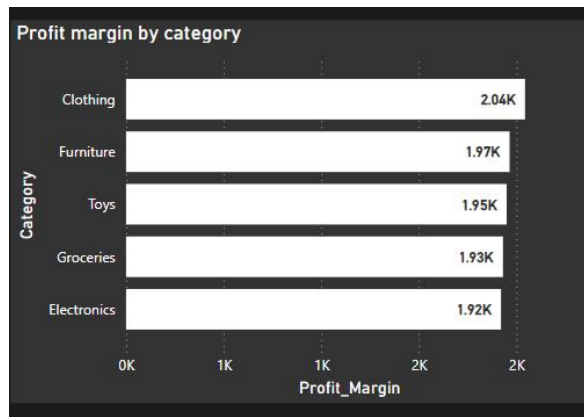
1. Overall Financial Performance.

- Total Revenue is 4.99M (approx. 5 million), indicating strong overall sales.
- Total Profit stands at 482.05K, suggesting a profit margin around 9.65% — relatively moderate for retail.



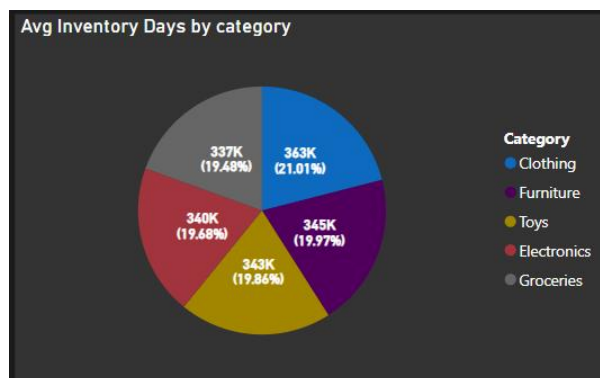
2. Monthly Sales Trend.

- Sales peaked in January at approximately 497.76K.
- After January, there is a noticeable **declining trend** in monthly sales, with a steady fall across the year.
- **November** shows the **lowest sales** (~389K), suggesting weaker year-end performance — which is unusual for retail (where November–December are typically stronger).
Note: This could indicate either data issues, off-seasons for the products, or a potential area to improve marketing/sales campaigns during holidays.



3. Profit margin by Category.

- **Clothing** has the **highest profit margin** (~2.04K), making it the most profitable category.
- **Electronics** shows the **lowest profit margin** (~1.92K), suggesting it could be a **profit-draining category** despite possibly high sales.
- Other categories (Furniture, Toys, Groceries) are relatively close in profit margins — suggesting balanced contribution.



4. Inventory Management (Avg Inventory Days by Category).

- Inventory days are fairly balanced across categories (each around **19-21%** share).
- **Clothing** has the highest inventory turnover (363K), meaning stock moves faster compared to other categories.
- **Groceries** and **Toys** have slightly lower inventory movement, which might need review for slow-moving SKUs.

Strategic Suggestions:

Focus Area	Recommendation
Sales Decline Post-January	Investigate why sales drop sharply after January; launch targeted promotions in Q2–Q4.
Low Margin in Electronics	Either increase prices, lower costs, or reconsider inventory strategy for electronics.
Slow-moving Products	Focus on Toys/Groceries to optimize stock rotation. Bundle offers or clearance sales could help.
Peak Months	Leverage January's strong sales momentum — early-year campaigns could be expanded.

