Executive Summary: Sales Analysis Dashboard

Overview This sales analysis dashboard provides a comprehensive view of revenue performance, customer purchasing behaviour, and sales trends over different periods. It highlights key business metrics such as total orders, average spending, and revenue breakdowns across multiple dimensions.

Key Insights & Metrics:

1. **Total Orders & Revenue:**

   o **1,000** total orders placed.

   o **₹35,20,984.00** total revenue generated.

   o **₹3,520.98** average order value.

2. **Sales Performance Trends:**

   o **Peak Revenue Occasions:**

      ▪ Highest revenue generated during **Anniversaries, Holi, and Raksha Bandhan**.

      ▪ Other key occasions include **Birthdays, Valentine's Day, and Diwali**.

   o **Top Revenue Categories:**

      ▪ **Colors, Soft Toys, and Sweets** are the highest revenue-generating categories.

      ▪ **Cake and Raksha Bandhan-related products** also contribute significantly.

3. **Time-Based Revenue Analysis:**

   o **Revenue By Hour:**

      ▪ Sales peak between **4 AM - 8 AM** and **6 PM - 10 PM**, indicating prime buying hours.

   o **Revenue By Month:**

      ▪ High revenue months include **March and August**, likely due to festive sales and seasonal trends.

   o **Revenue By Day:**

      ▪ **Tuesdays and Sundays** show the highest sales, suggesting promotional or customer behaviour patterns.

4. **Geographic Performance:**

   o **Top 10 Cities By Revenue:**

     ▪ The highest revenue contributors include **Kavali, Dhanbad, Machilipatnam, and Panchkula**.

     ▪ A mix of tier-2 and tier-3 cities suggests growing demand beyond metro regions.

Actionable Recommendations

- **Leverage Festive & Occasion-Based Sales:**

  o Focus marketing efforts around **Anniversaries, Holi, and Raksha Bandhan**, as they drive higher sales.

  o Create **exclusive bundles** for high-performing occasions.

- **Optimize Product Strategy:**

  o Increase promotions on **Colours, Soft Toys, and Sweets** since they are top revenue drivers.

  o Expand the **Cake** category by introducing more flavours and customizations.

- **Enhance Time-Sensitive Promotions:**

  o Schedule digital ad campaigns and flash sales during **peak buying hours (4 AM-8 AM & 6 PM-10 PM)**.

  o Offer **limited-time discounts on low-performing weekdays** to balance revenue distribution.

- **City-Specific Marketing Expansion:**

  o Strengthen supply chain and delivery capabilities in top-performing cities.

  o Invest in hyper-local marketing in **high-growth tier-2 and tier-3 cities**.

Conclusion:

This analysis offers valuable insights into customer preferences and sales trends. By strategically leveraging high-performing occasions, optimizing product offerings, and refining time-based promotions, the business can further enhance revenue growth and customer engagement.