**SALES ANALYSIS DASHBOARD**

**KPI INDICATORS:**

**TOTAL REVENUE**

The total revenue is **Rs.431502** calculated from the sum of amount column in Order details with respect to the target total of **Rs.435900** having a lack **Rs.4398**.

**NET PROFIT**

Net profit of the overall sales is **Rs.23955** with the percentage of **8%** against the total revenue.

**HIGHEST SOLD PRODUCT**

**Printers** are the most revenue generated Product collected Rs.58252 and the profit of Rs.5964.

**HIGHEST SOLD CATEGORY**

**Electronics** are the most sold category having a total amount of Rs.165267 obviously because of its high value.

**TOP STATE**

**Madhya Pradesh** is the state having highest income and Maharasthra having highest profit.

**DASHBOARD MANUAL**

* Use **Category** and **Subcategory slicers** to filter the ‘MONTH WISE SALES DISTRIBUTION CHART’ and ‘PROFIT AND LOSS ANALYSIS CHART.’
* Dotted lines on the ‘PROFIT AND LOSS ANALYSIS CHART’ is the trend line.
* **January 2019** is the month generated highest income of Rs.61439
* There is a steep increase in profit from **October 2018**. October 2018 is the time company get transition from loss to some good profits.
* **Clothing** is the most profit generated category with the total value of Rs.11163.
* **Furniture** products are least selling having percentage of 9%, which is very than the Electronics and Clothing having 44% and 47% respectively.
* Use Category and Subcategory sliders to filter the Month wise
* Focus more on Electronics can increase revenue.
* Focus less on Furnitures as they have the very less revenue generation.