

Techno Sales Analysis

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Objective of the Project

The primary objective of this project is to design a comprehensive and interactive **one-page dashboard** that provides actionable insights into Techno's sales performance. By leveraging the given sales data, the dashboard aims to.

KPIs (Metrics to Display):

1. Total Sales: Sum of the total sales.
2. Total Cost: Sum of the total cost.
3. Profit: Total Sales - Total Cost.
4. Sales Quantity: Total of the quantity sold.
5. Order Count: Count of total orders.
6. Top-Performing Category: Category with the highest total sales.
7. Top-Performing Brand: Brand with the highest total sales.
8. Top Sales Supervisor: Supervisor associated with the highest total sales.
9. Sales by State: Which states are contributing the most/least to total sales?
10. Order Status Analysis: What is the distribution of orders by status (e.g., Delivered, Pending, Canceled)?
11. Monthly Sales Trends: How do sales vary across different months (based on order date)?
12. Customer Insights: Who are the top customers based on total sales?

Sales Performance Report for Managers

Period Covered: 2020-2022

Executive Summary

The dashboard offers a consolidated view of sales performance across multiple dimensions such as product categories, brands, geographical regions, customer segmentation, and monthly trends. Key metrics such as sales, costs, profit, and transaction volumes are highlighted to provide actionable insights.

Key Performance Indicators (KPIs)

1. **Total Sales:** \$99.3M
 2. **Total Cost:** \$76.38M
 3. **Total Profit:** \$23M
 4. **Total Quantity Sold:** 13K units
 5. **Total Transactions:** 5,095
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Detailed Insights

1. Category Performance

- **Top Category:** *Monitor* leads with \$23M in revenue, followed by:
 - **CPU:** \$19M
 - **Graphic Cards:** \$13M
 - **HDD:** \$13M
 - **SSD:** \$10M
 - **Manager's Note:** Focus marketing and inventory on high-demand categories like monitors and CPUs. Evaluate opportunities for growth in SSD sales.
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2. Brand Performance

- **Top Brands:**
 - **Intel:** \$19M
 - **Samsung:** \$16M
 - **Dell:** \$14M
 - **Nvidia:** \$13M
 - **Western Digital:** \$8M
 - **Manager's Note:** Strong Intel and Samsung performance indicates brand loyalty. Collaborate with Nvidia to boost performance through joint promotions.
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3. Sales by State

- **Geographical Performance:**

The map highlights the distribution of sales across Indian states, with higher densities in metropolitan and urban regions.
 - **Manager's Note:** Explore untapped regions with lower density to expand market share.
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4. Monthly Sales Trends

- **Highest Sales Month:** March with \$28.4M
 - **Lowest Sales Month:** October with \$2.1M
 - **Seasonal Insights:** Sales spike in Q1, possibly driven by new fiscal budgets or product launches. Decline in October indicates a need for festive promotions.
 - **Manager's Note:** Align product launches and campaigns with the Q1 sales spike to maximize returns.
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5. Order Status Analysis

- **Order Distribution:**
 - **Processing:** 24.89%
 - **Shipped:** 25.04%
 - **Delivered:** 25.08%
 - **Pending:** 24.89%

- **Manager's Note:** A balanced distribution is observed. Ensure processing and pending orders are minimized to improve customer satisfaction.
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6. Customer Insights

- **Top Customers:**
 1. **Rahul Kumar Prajapati:** \$2.97M
 2. **Vipin Kumar:** \$2.88M
 3. **Sajal Singhal:** \$2.85M
 - **Manager's Note:** Strengthen relationships with top customers through loyalty programs or personalized offers to sustain high-value transactions.
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7. Supervisor Performance

- **Top Supervisors:**
 - **Aadil Khan**
 - **Aarvi Gupta**
 - **Advika Joshi**
 - **Ajay Sharma**
 - **Roshan Kumar**
 - **Vijay Singh**
 - **Manager's Note:** Recognize top-performing supervisors in high-sales regions. Provide additional training to supervisors in underperforming regions.
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Actionable Recommendations

1. **Strategic Focus:**
 - Prioritize high-performing categories and brands for marketing and inventory management.
 - Launch promotions in low-sales months (e.g., October) to balance revenue.
2. **Market Expansion:**

- Increase market penetration in less saturated states.
- Consider partnerships with regional distributors to improve reach.

3. Customer Retention:

- Design loyalty programs for top customers to encourage repeat purchases.
- Use CRM tools to personalize customer interactions.

4. Operational Improvements:

- Reduce pending orders by streamlining processing workflows.
- Set measurable KPIs for supervisors to improve performance tracking.

5. Data-Driven Decisions:

- Monitor quarterly trends and adjust marketing efforts accordingly.
- Continuously track KPIs for any fluctuations that need immediate attention.

Conclusion

This dashboard highlights strong performance in several areas but also pinpoints opportunities for optimization. Leveraging these insights will allow the company to maintain its competitive edge, improve profitability, and enhance customer satisfaction.