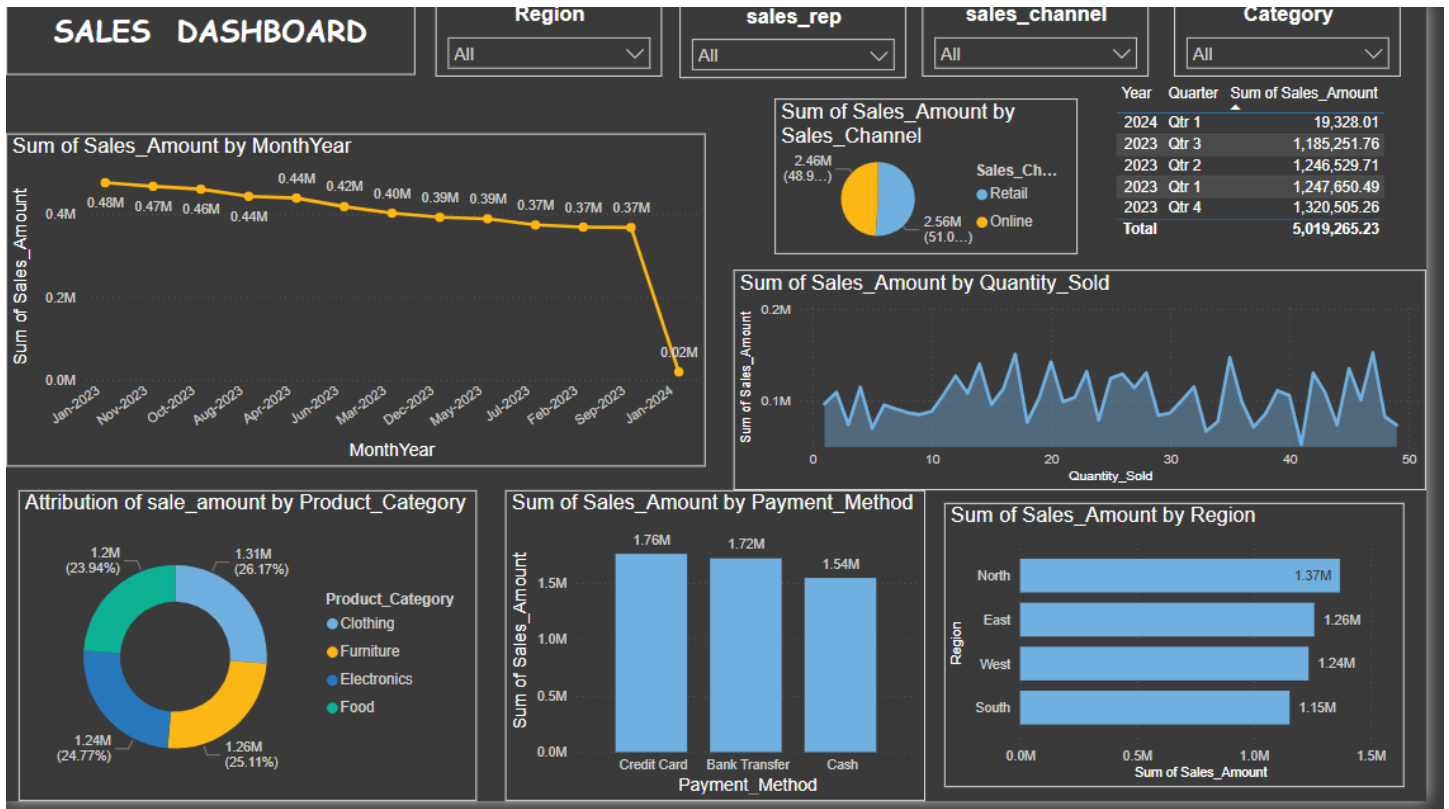# Sales Dashboard Insights (Numbered Visuals)

1. Sum of Sales_Amount by MonthYear

- Steady decline throughout 2023, from 0.48M to 0.37M.

- Jan 2024 shows a drastic dip to just 0.02M.

- Indicates potential seasonality or strategic issue.

2. Sum of Sales_Amount by Sales_Channel

- Online slightly outperforms Retail: 2.56M vs 2.46M.

- Both channels contribute almost equally (51% vs 49%).

- Balanced channel performance reflects diversified outreach.

3. Sum of Sales_Amount by Quantity_Sold

- Quantity range 20-45 sees higher revenue spikes.

- Sales_amount doesn't linearly increase with quantity.

- Demand appears more volatile at lower quantities.

4. Attribution by Product_Category

- Electronics leads with 1.31M (26.17% of total).

- All categories are close in value, balanced portfolio.

- Food and Clothing trail behind slightly.

5. Sum of Sales_Amount by Payment_Method

- Credit Card tops with 1.76M, followed by Bank Transfer (1.72M).

- Cash usage is lowest at 1.54M, showing digital shift.

- Preference toward digital payment is evident.

6. Sum of Sales_Amount by Region

- North is highest at 1.37M in total sales.

- South shows lowest at 1.15M; opportunity for improvement.

- East and West are nearly tied (~1.25M).

7. Quarterly Sales Overview Table

- Q4 2023 had the strongest quarter: 1.32M.

- Q1 2024 saw a drastic drop to 19K.

- 2023 Q1-Q3 had consistent performance above 1.18M.