

# Krishna Ecommerce Sales Briefing Report

## Executive Summary

The Krishna Ecommerce Sales Dashboard provides a comprehensive overview of financial and operational performance across various dimensions, including geography, product categories, and payment methods. The data reveals a total sales amount of **438K** with a total quantity of **5,615** units sold, resulting in a net profit of **37K**. Key findings indicate that **Clothing** is the dominant product category by volume (63%), while **Printers** serve as the most profitable sub-category. Geographically, **Uttar Pradesh** is the leading state for profit generation. Customer behavior shows a strong preference for **Cash on Delivery (COD)**, which accounts for 44% of all transactions. While the business maintains a high Average Order Value (AOV) of **121K**, profitability fluctuates significantly by month, with notable losses occurring in May, July, September, and December.

## Financial Performance Overview

The dashboard tracks four primary Key Performance Indicators (KPIs) that define the current scale of operations:

Metric	Value	Sum of Amount	438K	Sum of Quantity	5,615	Sum of Profit	37K	Sum of Average Order Value (AOV)	121K
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## Profitability Trends and Analysis

### Monthly Profit Fluctuations

Profitability is not consistent throughout the year. The data shows distinct periods of high performance contrasted with months of negative returns.

- **Peak Profit Months:** January and November represent the highest profit periods, with November approaching the 10K mark.
- **Profitable Periods:** January through April shows sustained positive profit, followed by a recovery in August, October, and November.
- **Loss-Making Months:** The business experienced negative profit margins during May, July, September, and December. The most significant dip occurred in May, falling to approximately -4K.

### Profitability by Sub-Category

Performance varies significantly across specific product types:

- **Printers:** The highest-earning sub-category, contributing nearly 10K in profit.
- **Bookcases:** The second most profitable sub-category.
- **Saree:** Ranks third, showing strong performance within the clothing segment.
- **Accessories and Tables:** These sub-categories contribute lower profit margins compared to printers and furniture.

## Sales Segmentation

### Category and Sub-Category Volume

The volume of goods sold is heavily concentrated in specific areas:

- **Clothing:** Dominates the market share by quantity at **63%**.

- **Electronics:** Accounts for **21%** of the total quantity sold.
- **Furniture:** Represents **17%** of the total quantity sold.

### Geographic Distribution

Profitability is analyzed by state, highlighting regional strengths:

1. **Uttar Pradesh:** The primary driver of profit.
2. **Tamil Nadu:** The second most profitable state.
3. **West Bengal:** Maintains a mid-tier profit contribution.
4. **Sikkim:** Contributes the least amount of profit among the listed top states.

### Customer and Payment Insights

#### Top Customers

Sales amounts are highly concentrated among a few key individuals. **Yogesh** is the most significant customer, with a total purchase amount exceeding 5K. Other notable customers include **Yohann** , **Yash** , and **Yaanvi** , though their contributions are significantly lower than Yogesh's.

#### Payment Mode Preferences

Customers utilize a variety of payment methods, with a clear preference for traditional and digital options:

- **COD (Cash on Delivery):** 44% (Majority preference)
- **UPI:** 21%
- **Debit Card:** 13%
- **Credit Card:** 12%
- **EMI:** 10%

#### Operational Controls

The dashboard includes filtering capabilities to allow for granular data analysis:

- **Quarterly Slicers:** Data can be filtered by Quarter 1, Quarter 2, Quarter 3, and Quarter 4.
- **State Slicers:** Users can filter the entire dashboard by specific states to isolate regional performance.