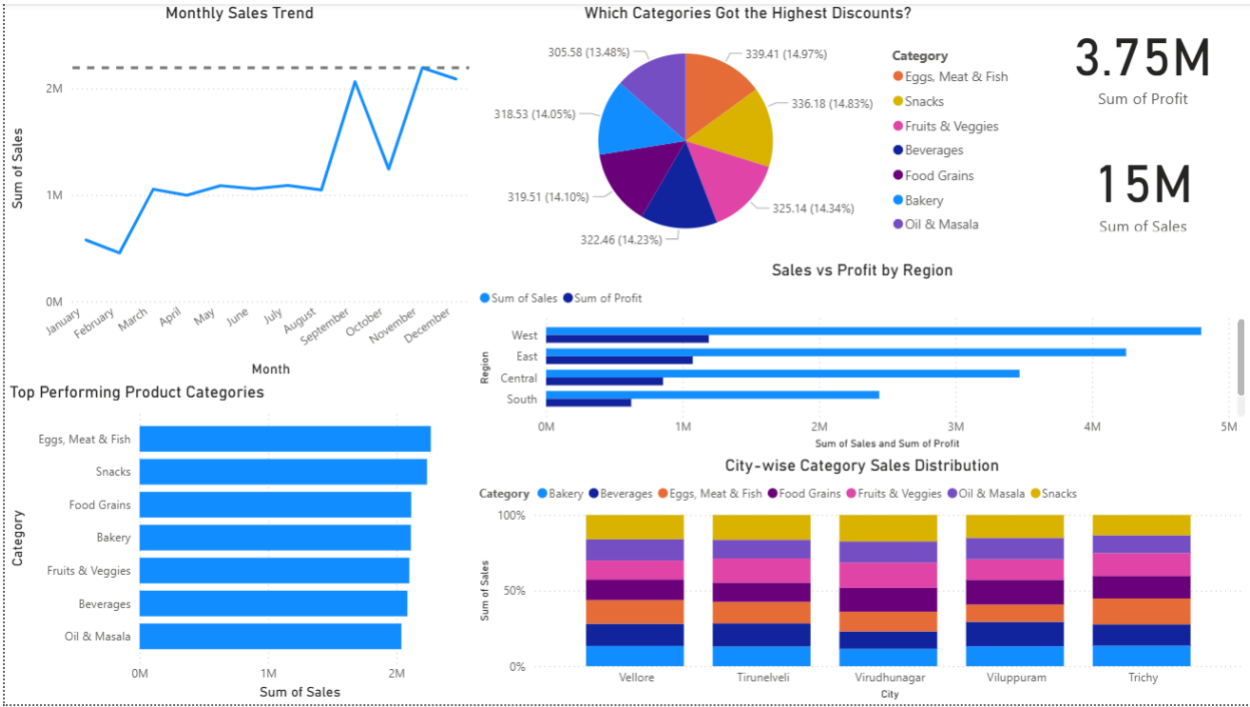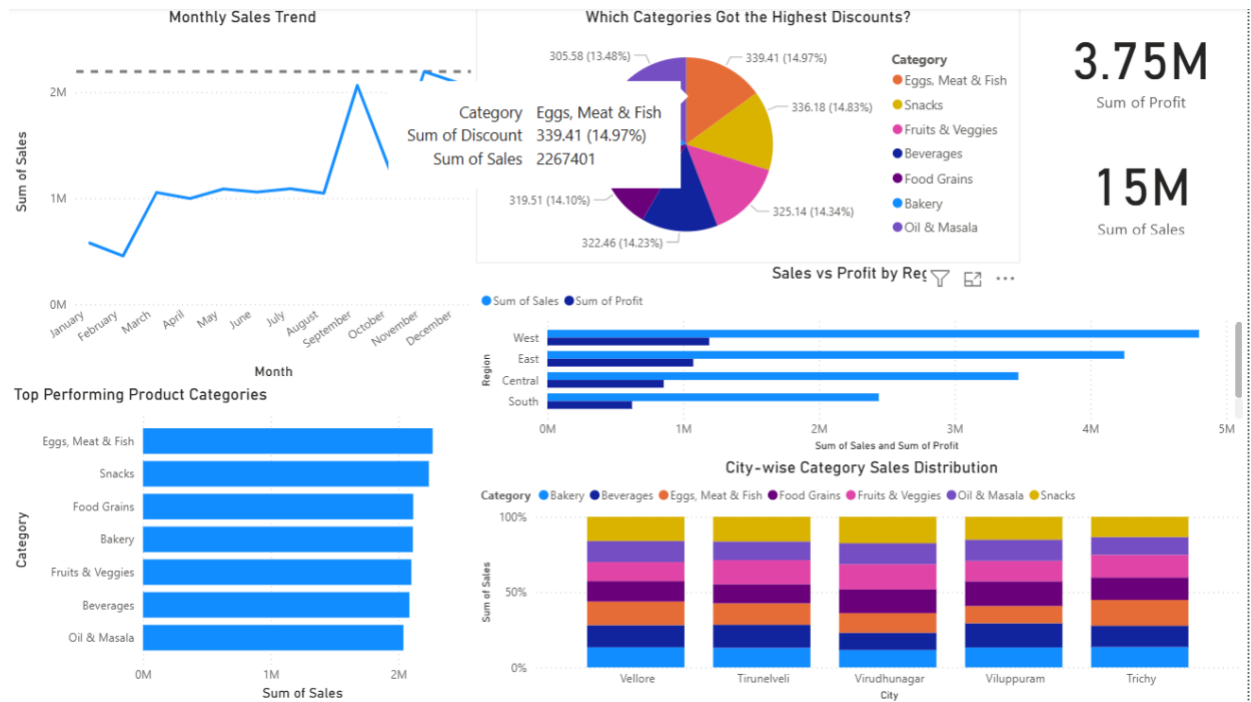# Task 2: Data Visualization and Storytelling
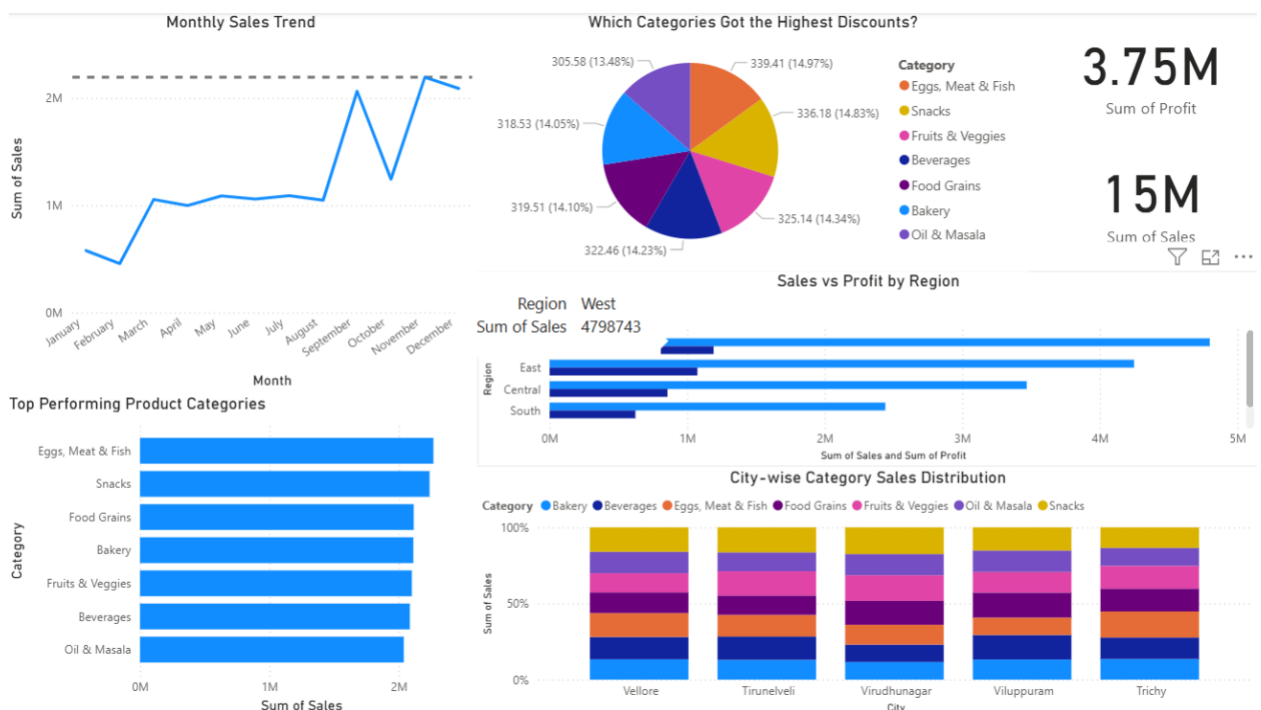
Sales Data Analysis Report for D-Mart

1. Shows the overall monthly sales trend, category discounts, and top product performance. Sales peak in October and November.
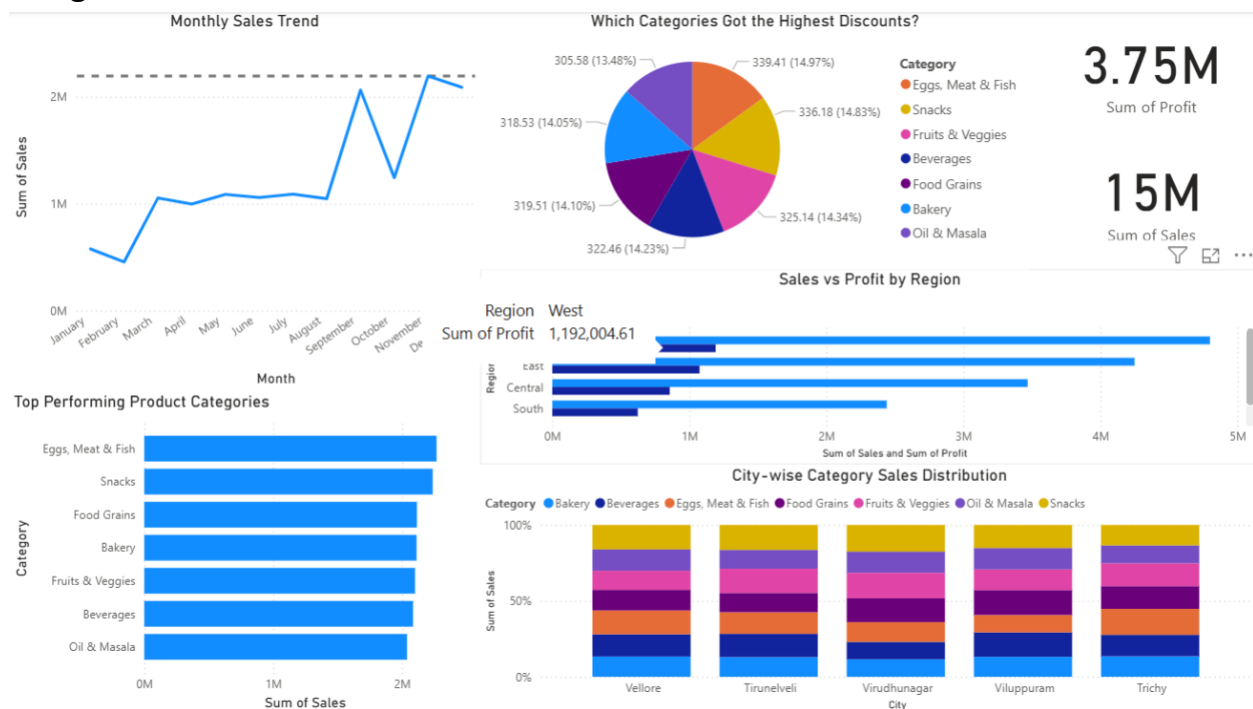
2. Highlights Eggs, Meat & Fish category details, showing discount percentage and total sales value.
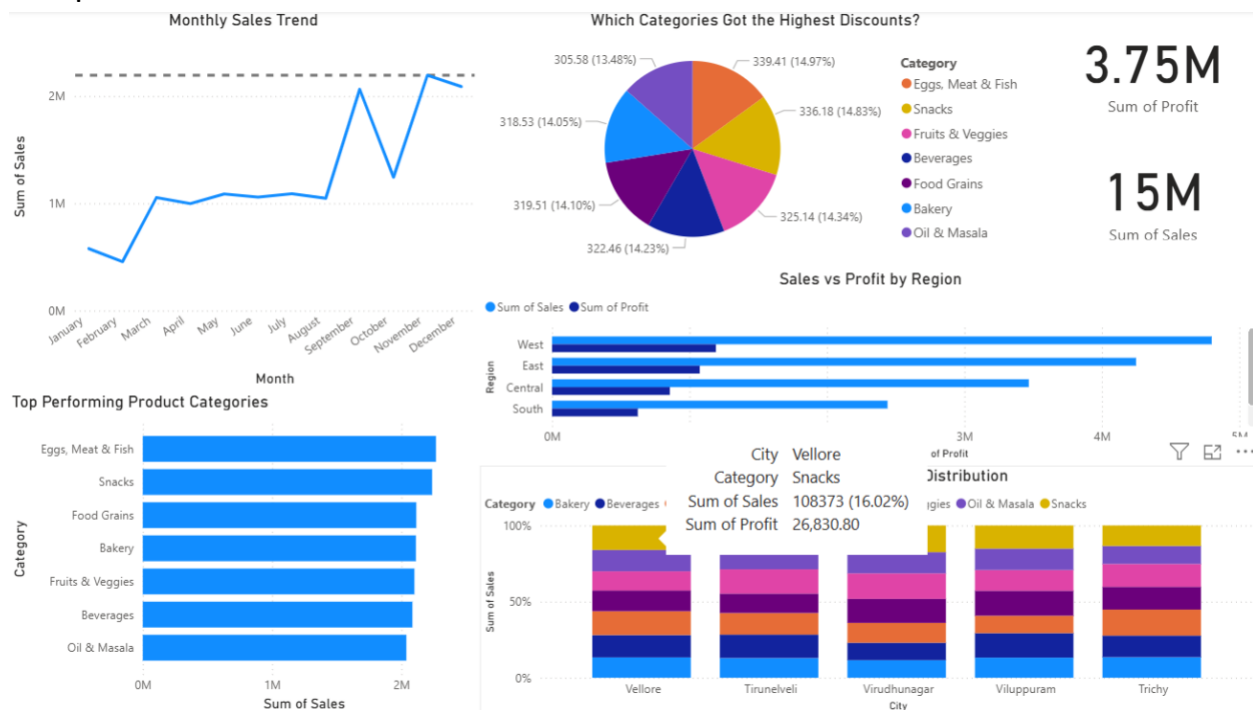

3. Displays regional sales performance with West leading in sales, followed by East.
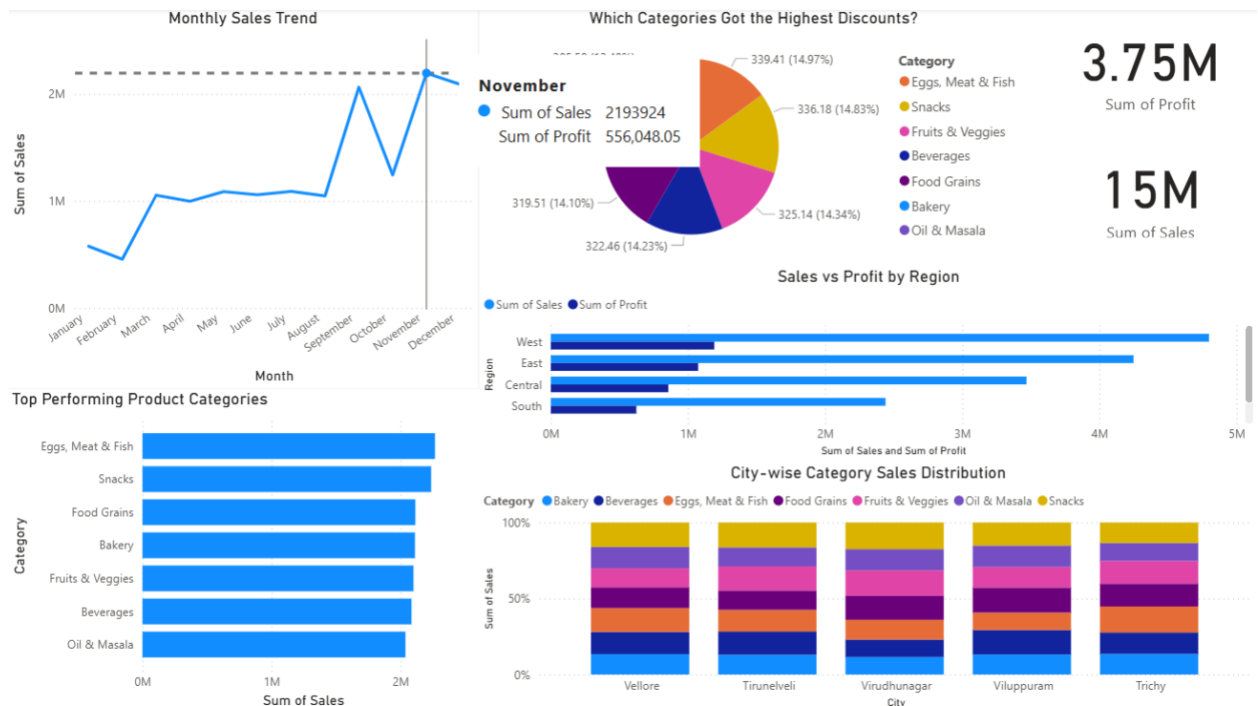
4. Shows regional profit distribution, with West region having the highest profit margin.

5. Focuses on Vellore city category distribution, showing Snacks category sales and profit.

6. Highlights November as the top sales month, with corresponding profit figures.

Summary:

Sales Performance Dashboard – Summary

This dashboard provides a comprehensive analysis of sales, profit, and product category performance across regions and cities.

1. Monthly Sales Trend

- Sales showed consistent growth with major peaks in October and November.

- November recorded the highest sales of ~2.19M and profit of ~0.55M.

2. Product Category Performance

- Top Performing Categories by Sales:

    1. Eggs, Meat & Fish

    2. Snacks

    3. Food Grains

- All categories generated over 2M in sales, indicating strong market demand.

3. Discounts Analysis

- Highest Discounts were given in:

    o Eggs, Meat & Fish (14.97%)

    o Snacks (14.83%)

    o Fruits & Veggies (14.10%)

- Discount distribution is fairly even across categories.

4. Regional Sales vs Profit

- West Region leads with ~4.8M in sales and ~1.19M in profit.

- East Region follows closely with ~4.2M in sales.

- South region lags with the lowest contribution.

5. City-wise Category Sales Distribution

- Sales distribution across cities like Vellore, Tirunelveli, Virudhunagar, Viluppuram, and Trichy is well-balanced.

- Vellore shows high sales in Snacks (~108K sales, ~26.8K profit).

Key Insights

- Strong year-end sales push, especially in October–November.

- High-performing categories should be prioritized for stock and marketing efforts.

- Regional strategies should focus on South to boost sales.

- Discount allocation is balanced but highest in perishable goods (meat, fish, fruits, and veggies).