

Revenue & Profit Performance with Conditional Formatting

	category	before_discount	after_discount ▾	Net Profit	Revenue Dro...	Profit Margin %
1.	Mobiles & Tablets	3,425,097,634	3,421,068,124	2,124,341,000	-4,029,510	146.47
2.	Entertainment	1,295,031,180	1,286,165,640	521,747,210	-8,865,540	102.73
3.	Computing	1,173,403,812	1,170,537,120	394,610,220	-2,866,692	115.18
4.	Appliances	1,168,138,242	1,163,483,732	369,315,582	-4,654,510	117.1
5.	Men Fashion	274,741,914	273,494,336	81,786,670	-1,247,578	123.43
6.	Women Fashion	264,862,357.4	263,749,172.4	103,128,094.4	-1,113,185	137.47
7.	Home & Living	209,542,048	208,216,946.4	79,101,230.4	-1,325,101.6	146.44
8.	Beauty & Grooming	167,871,610	167,216,450	64,213,206	-655,160	132.92
9.	Others	151,148,058	147,756,515.1	43,446,765.1	-3,391,542.9	129.83
10.	Health & Sports	147.144.664	145.964.156.3	43.356.876.3	-1.180.507.7	128.51
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Interpretation :

Red highlights instantly flag loss-making categories requiring urgent review.

Orange indicates aggressive discounting that significantly reduces revenue.

Green highlights categories with strong profitability, ideal for scaling.

Business Value :

Conditional formatting allows stakeholders to quickly identify risks and opportunities without deep data analysis.

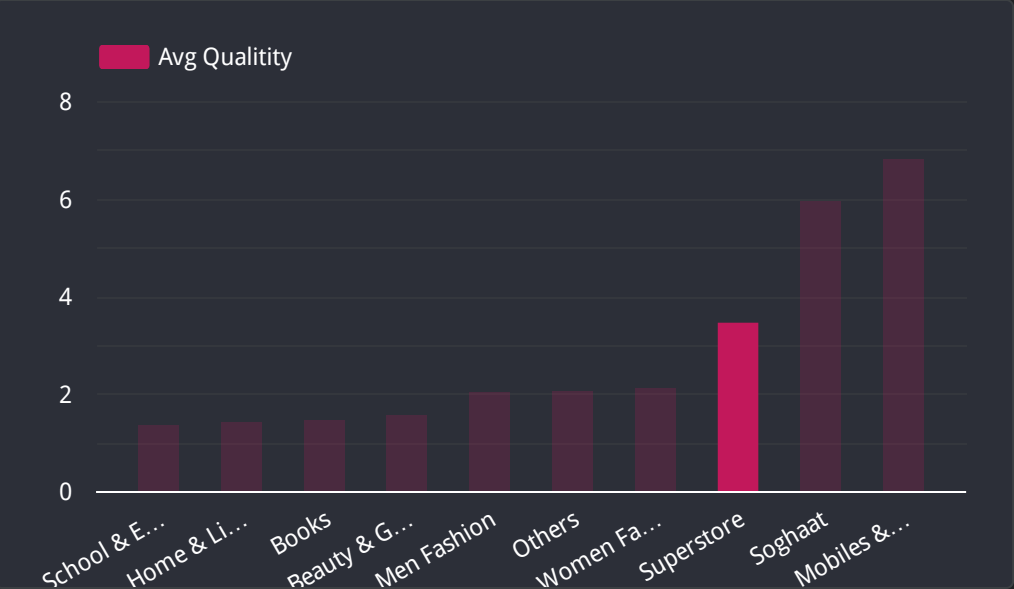
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Conditional Formatting Analysis for Revenue, Discounts, and Net Profit by Category

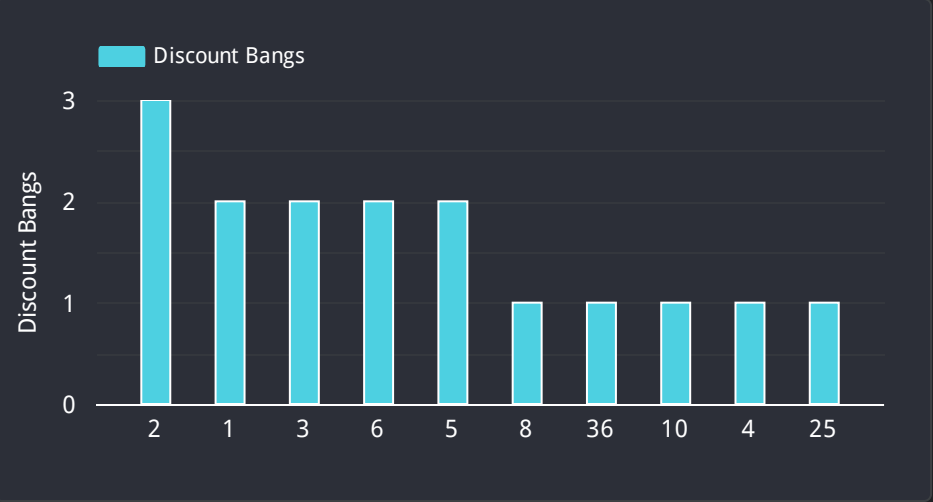
	category	before_disc...	after_disco...	Net Profit	Revenu...	Profit Margin %
1.	Superstore	97,774,924.2	94,978,864.9	48,201,922.9	-2,796,05...	183.31

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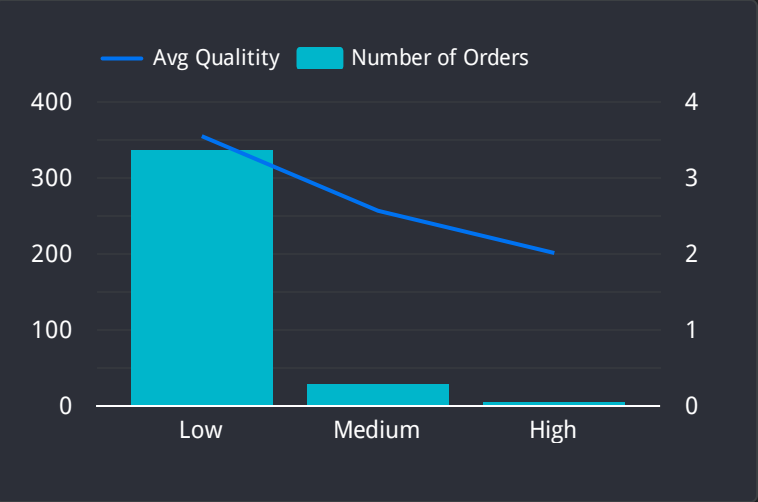
Average Quantity Sold by Product Category



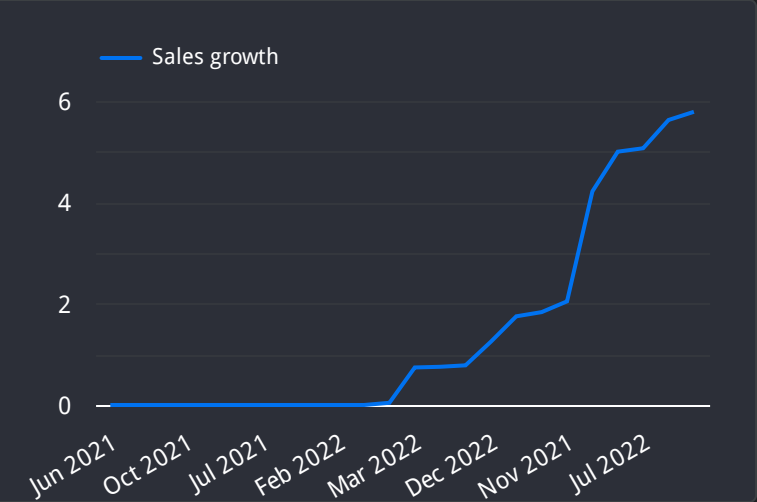
Discount Bangs by qty_ordered



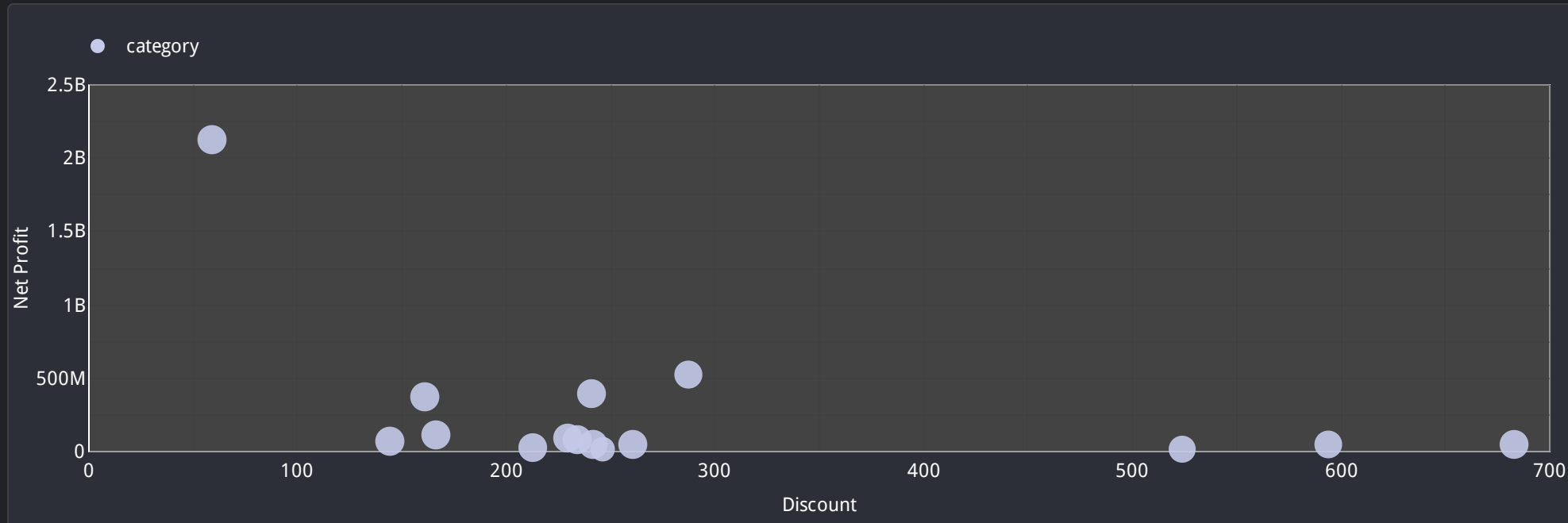
Average Sales Quantity by Discount Level



Monthly Sales Growth vs Average Discount ...



Impact of Discount Percentage on Net Profit

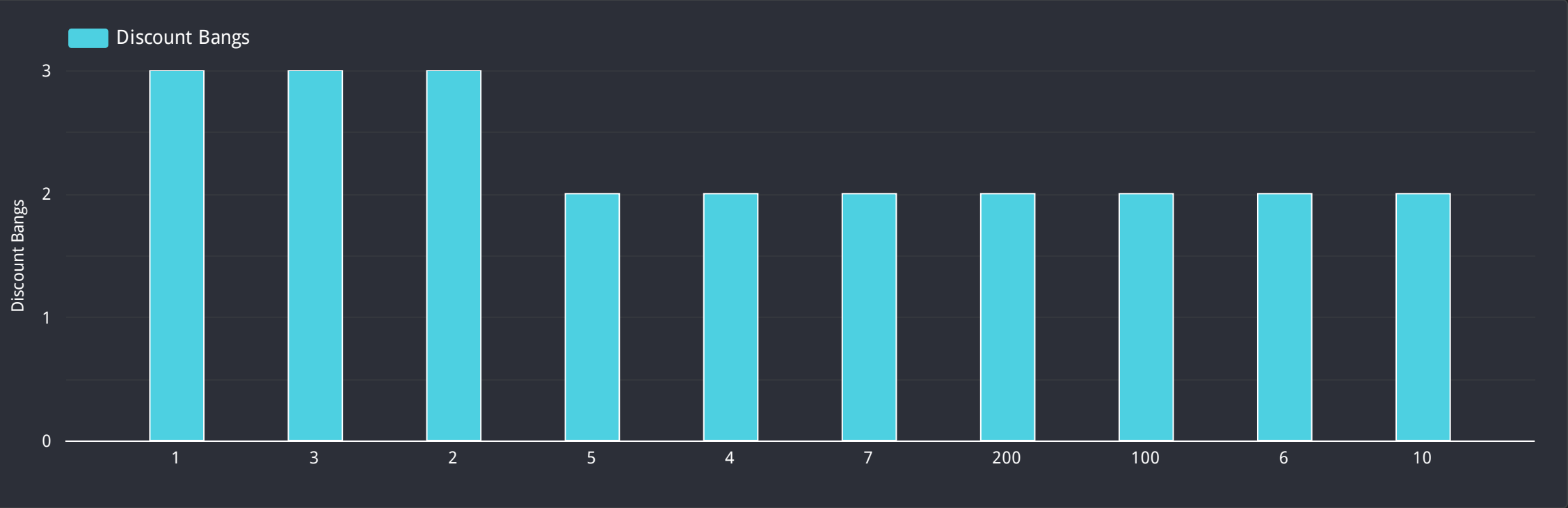


Interpretation :

High discount but low net profit → discounts are eroding margins.

High discount with high net profit → may indicate successful upselling

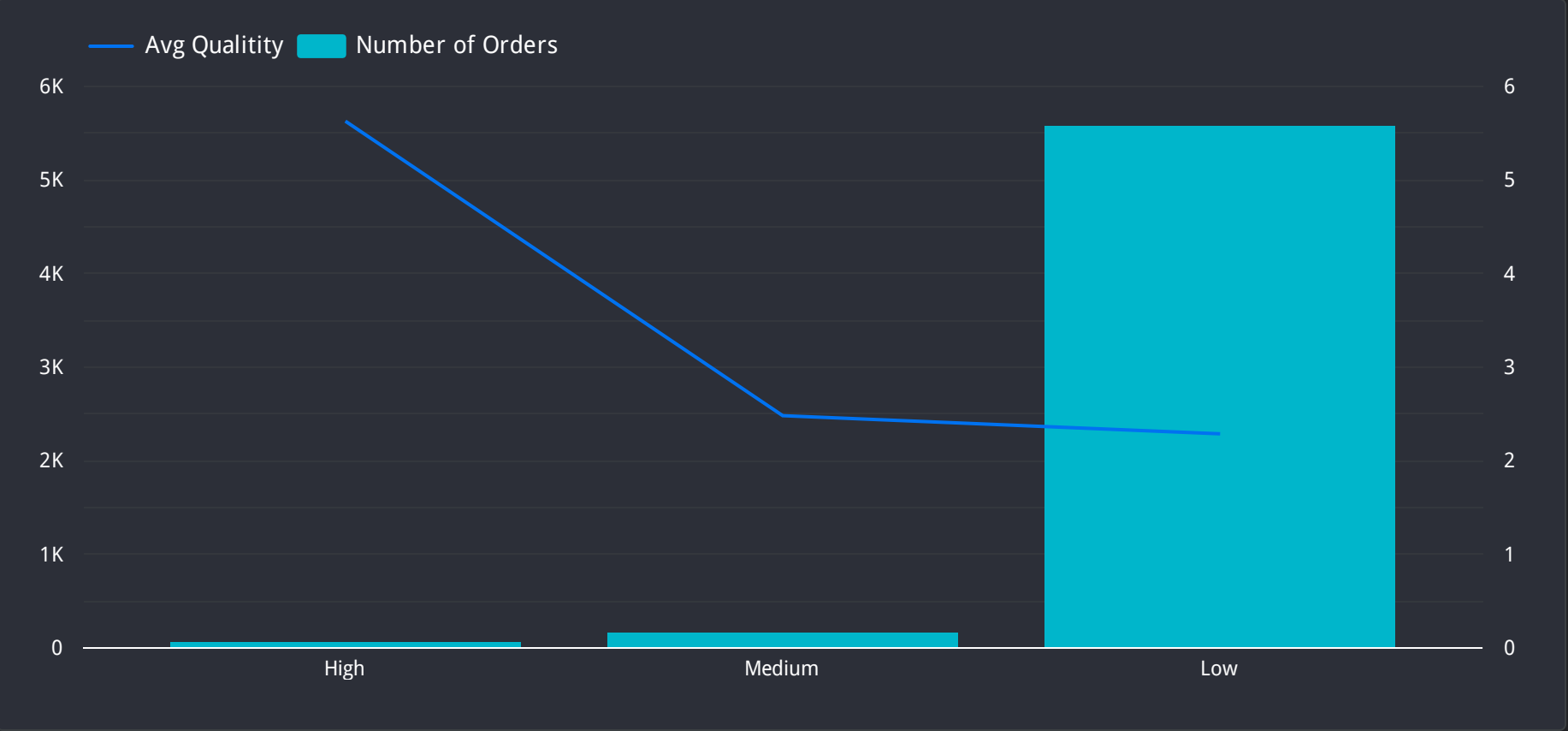
Discount Bangs by qty_ordered



Business Insight :

“The bar chart shows minimal variation in average sales quantity across discount levels. This indicates that increasing discounts does not consistently improve sales performance and may unnecessarily reduce margins.”

Average Sales Quantity by Discount Level



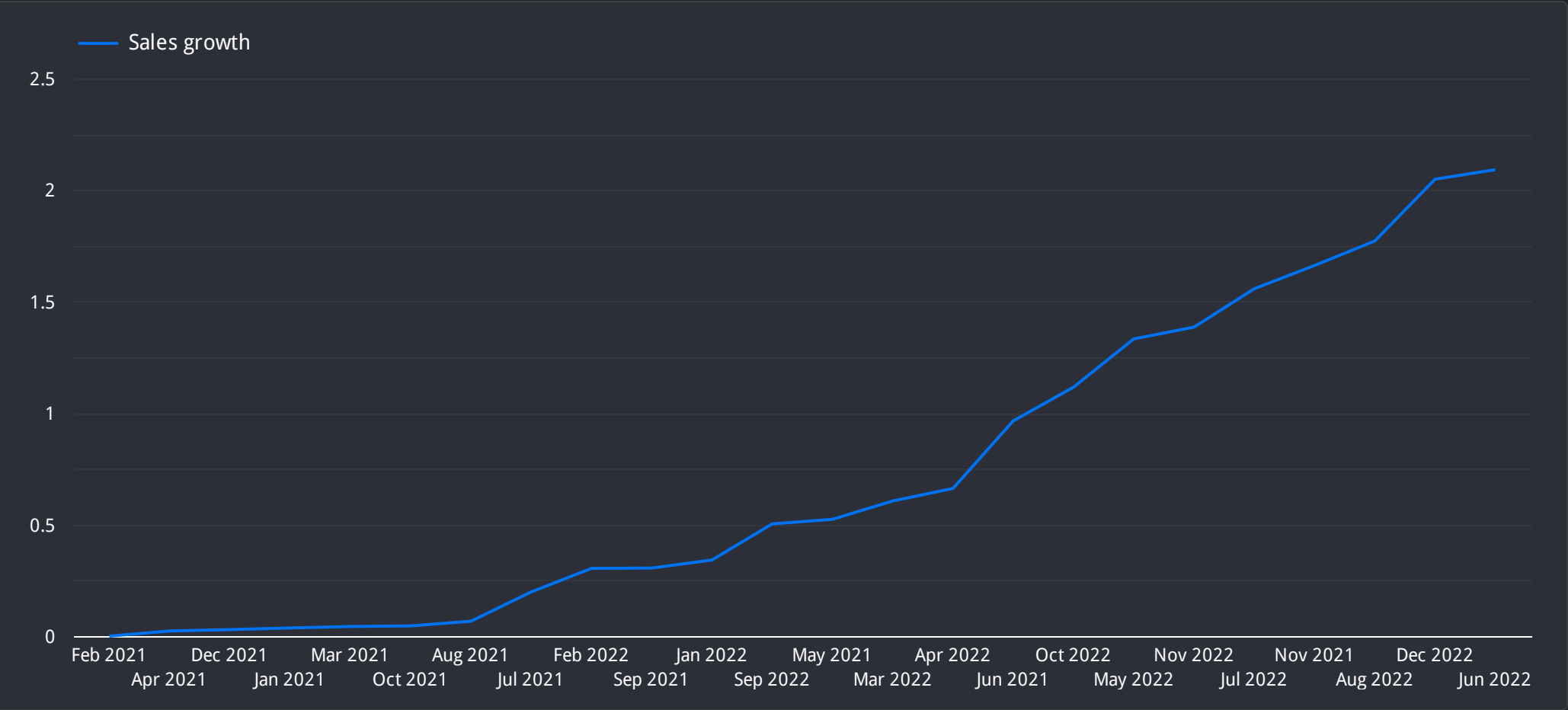
Analysis & Interpretation :

The bar chart compares the average number of units sold across different discount levels.

The results show that sales quantities do not increase consistently with higher discounts.

The bars remain relatively flat or inconsistent across discount bands.

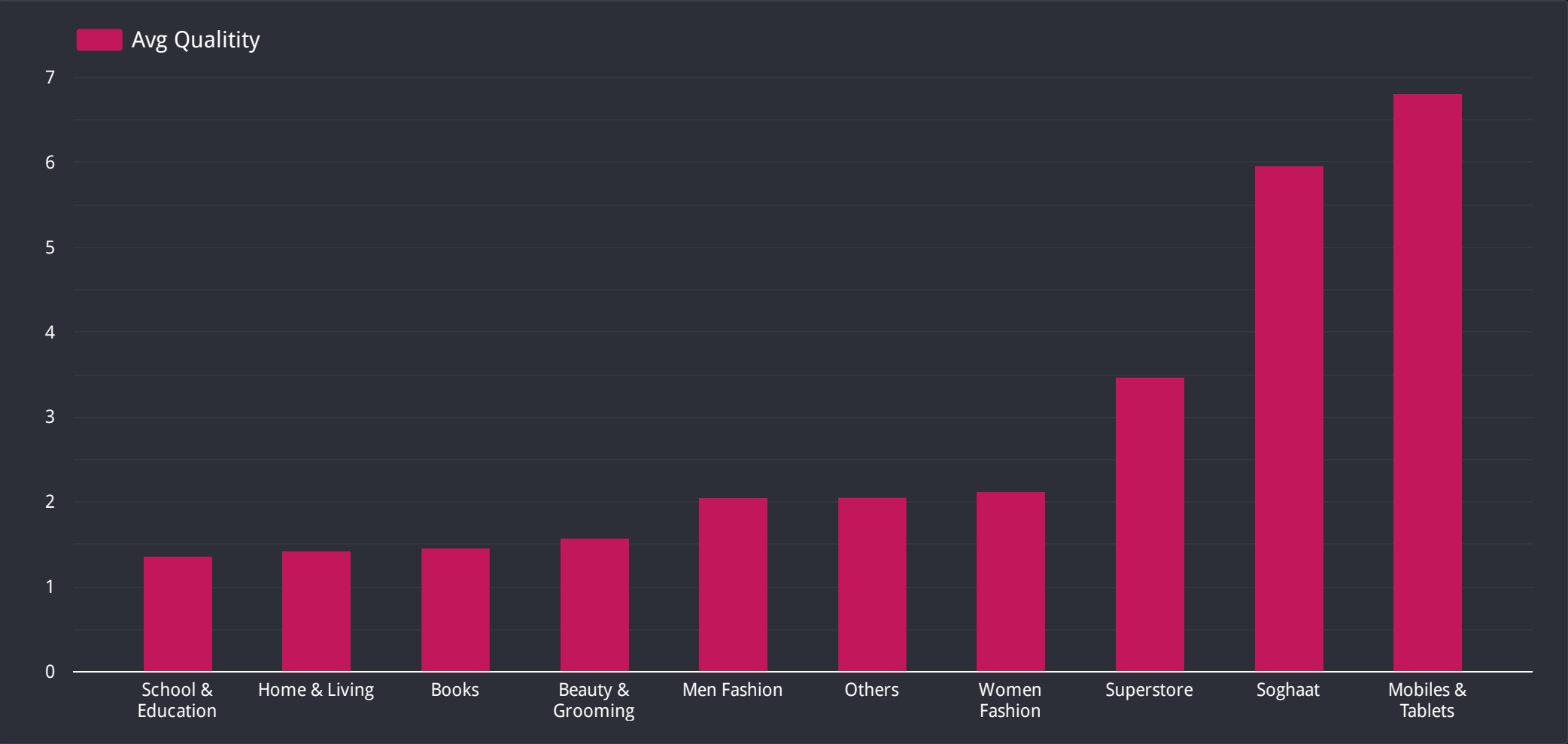
Monthly Sales Growth vs Average Discount Rate



Interpretation :

Monthly sales growth does not consistently align with higher discount rates, indicating that discounts alone are insufficient to drive sustained sales growth.

Average Quantity Sold by Product Category



Business Interpretation :

The bar chart shows that Electronics has the highest average quantity sold, indicating strong demand and faster inventory turnover.

In contrast, Home Décor has the lowest average quantity sold, suggesting slower movement and higher inventory holding risk.