Sales and Return Analysis Report

# Executive Summary

This report provides a detailed overview of the sales performance, returns, item-wise sales, customer-wise contribution, and profitability analysis for a food business. Data visualizations from the Power BI dashboard present insights across time, item categories, and geographies to support strategic decision-making.

# Key Highlights

• Total Revenue: ₹340,498

• Total Profit: ₹248,583

• Total Item Sold: 3,058

• Total Return Value: ₹14,459.77

# Customer-Wise Net Bill

|  |  |
| --- | --- |
| Customer Name | Sum of Net Bill |
| Isha Gill | ₹6,045 |
| Anjali Iyer | ₹5,901 |
| Isha Grover | ₹5,397 |
| Isha Bhatia | ₹5,321 |
| Anjali Jain | ₹5,257 |
| Total | ₹321,343 |

# Category-Wise Sales & Returns

|  |  |  |
| --- | --- | --- |
| Category | Net Bill (₹) | Return Total (₹) |
| Main Course - Vegetarian | 150,515 | 7,399.71 |
| Desserts / Sweets | 4,232 | 196.01 |
| Main Course - Non-Vegetarian | 161,206 | 6,499.99 |
| Snacks | 5,390 | 364.06 |
| Total | 321,343 | 14,459.77 |

Insight: Main courses (both vegetarian and non-vegetarian) dominate total sales and returns.

# Monthly Trend Analysis

## Net Bill vs Returns by Month

• Highest billing occurred in March and April (near ₹30,000 each).

• Returns are relatively stable throughout the year, peaking in March.

## Monthly Sales Trend

• Highest Monthly Sale: December (₹32,847)

• Lowest Monthly Sale: May (₹21,824)

# Top 5 Selling Items

• 1. Mutton Rogan Josh – 29,451 units

• 2. Tandoori Chicken – 27,671 units

• 3. Fish Curry – 25,101 units

• 4. Butter Chicken – 24,754 units

• 5. Chicken Tikka – 20,476 units

# Total Sales Per Item

Mutton Rogan Josh leads with 29,451 units. The chart shows a steep drop-off after top items, indicating a high sales concentration in a few dishes.

# Geographical Distribution

Sales activity is concentrated in major regions:

• Asia (India-focused)

• Some activity visible in Europe and North America, likely representing online or international sales.

# Conclusions & Recommendations

• 1. Focus on High-Margin Items: Main courses drive revenue. Promote combo deals or loyalty points for these.

• 2. Address Returns: While return value is only ~4.5% of revenue, it's significant. Consider deeper analysis into causes (e.g., food quality, delivery).

• 3. Boost Lower-Performing Months: May and June are comparatively weaker. Run promotions or seasonal campaigns.

• 4. Geographical Opportunities: Explore potential in underrepresented regions shown on the map.

# Power BI Dashboard

