

Final Sales Performance Report

Pitla Brothers

1. Executive Summary

This report presents a comprehensive analysis of Pitla Brothers’ sales performance using an interactive Power BI dashboard. The objective was to evaluate revenue, profitability, customer behavior, product performance, and regional trends to support strategic decision-making.

Overall, the business demonstrates **strong sales volume**, with **select categories, states, and customers driving a majority of revenue and profit**. However, certain months, sub-categories, and regions show **profit leakage**, indicating clear opportunities for optimization.

2. Overall Business Performance (KPIs)

| Metric | Observation | Insight |
|---------------------------|-------------|---|
| Total Sales Amount | 438K | Indicates healthy overall revenue generation |
| Total Quantity Sold | 5,615 units | Strong demand across product categories |
| Total Profit | 37K | Profitable overall, but margins vary significantly |
| Average Order Value (AOV) | 121K | High-value orders contribute significantly to revenue |

Key Insight: While sales and quantity are strong, profit margins are uneven, requiring closer monitoring at category and month levels.

3. Category-Level Performance

Quantity Contribution by Category

- **Clothing – 63%** (Highest contributor)
- **Electronics – 21%**
- **Furniture – 17%**

Observation: Clothing dominates sales volume, making it the core revenue driver.

Business Implication: - Focus inventory planning and promotions around Clothing - Improve margins in Electronics and Furniture to balance profit mix

4. Sub-Category Profit Analysis

Top profit-generating sub-categories: - **Printers – 8.6K** - **Bookcases – 6.5K** - **Saree – 4.1K** - **Accessories – 3.4K** - **Tables – 3.1K**

Key Insight: Not all high-volume products generate high profit.

Recommendation: - Increase focus on high-margin sub-categories - Re-evaluate pricing or sourcing for low-profit items

5. Monthly Profit Trend Analysis

Key Observations:

- Strong profit months: **January, March, September, October, November**
- Loss-making months: **May, June, July, December**
- **July records the highest loss (~ -1.9K)**

Business Insight: Seasonality and operational inefficiencies may be impacting profitability during mid-year months.

Action Points: - Review discount strategies during loss months - Optimize logistics and inventory holding costs - Introduce targeted promotions instead of blanket discounts

6. Geographic Performance (State-wise Sales)

Top-performing states by sales amount: 1. **Maharashtra – 102K** 2. **Madhya Pradesh – 87K** 3. **Uttar Pradesh – 38K**

Lower-performing states: - Punjab - Gujarat - Rajasthan

Insight: Sales are concentrated in a few key states.

Strategic Recommendation: - Strengthen distribution and marketing in top states - Investigate barriers (logistics, demand, pricing) in low-performing states

7. Customer Contribution Analysis

Top customers by sales amount: - **Harivansh – 9.9K** - **Madhav – 9.4K** - **Madan Mohan – 7.8K**

Observation: A small group of customers contributes disproportionately to revenue.

Recommendation: - Introduce loyalty programs for top customers - Personalized offers to increase repeat purchases - Monitor dependency risk on limited high-value customers

8. Payment Mode Analysis

Payment mode distribution: - **Cash on Delivery (COD) – 44% - UPI – 21% - Debit Card – 13% - Credit Card – 12% - EMI – 10%**

Key Insight: COD remains dominant, which may impact cash flow and returns.

Recommendations: - Encourage digital payments through incentives - Reduce COD dependency to improve cash cycle efficiency

9. Time Trend Analysis (Sales Amount by Month)

- Peak sales observed in **January and August–October period**
- Sales dips observed in **February and mid-year months**

Insight: Clear seasonal sales patterns exist.

Action: - Align inventory and marketing campaigns with peak demand periods - Improve demand generation during slow months

10. Key Business Risks Identified

- Profit volatility across months
 - Over-dependence on few states and customers
 - High reliance on COD payments
 - Certain sub-categories eroding overall margins
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11. Strategic Recommendations Summary

1. **Improve Profitability**
2. Focus on high-margin sub-categories
3. Control discounting during loss months
4. **Geographic Expansion**
5. Strengthen presence in top-performing states
6. Develop targeted strategies for underperforming regions

7. Customer Strategy

- 8. Retain high-value customers
- 9. Expand customer base to reduce concentration risk

10. Payment Optimization

- 11. Promote UPI and card payments
- 12. Reduce COD-related operational costs

12. Conclusion

The Power BI Sales Dashboard provides a **single source of truth** for monitoring business performance. While Pitla Brothers shows strong sales momentum, targeted actions in profitability management, regional expansion, and payment optimization can significantly enhance overall business performance.

This dashboard empowers stakeholders to move from **descriptive reporting to strategic decision-making**.

Prepared for: Business Leadership & Stakeholders

Prepared by: Data Analytics Team

Tool Used: Microsoft Power BI