

*Title – Insights from the Dashboard*

*Date – May 2025*

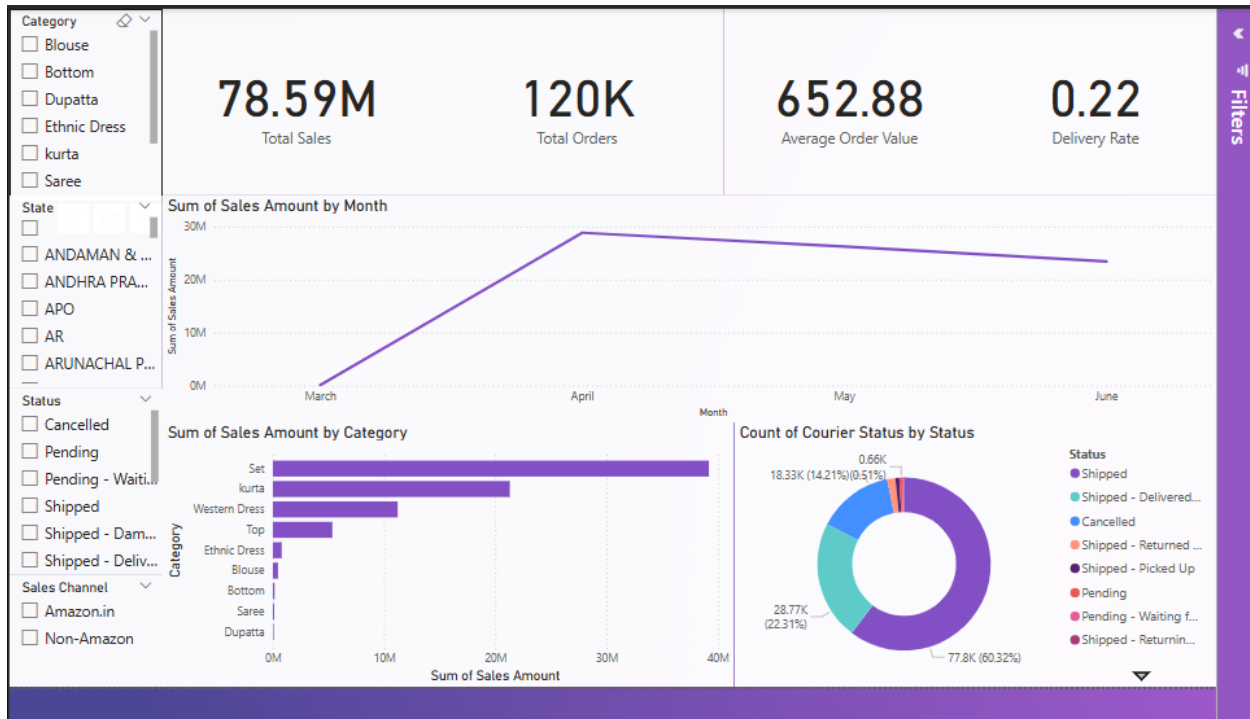
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## **Task – 8 Simple Sales Dashboard Design**

### **Insights from the Dashboard**

Below are the insights derived from the provided dashboard images. Each insight is based on the visualizations and filters applied in the respective screenshots.

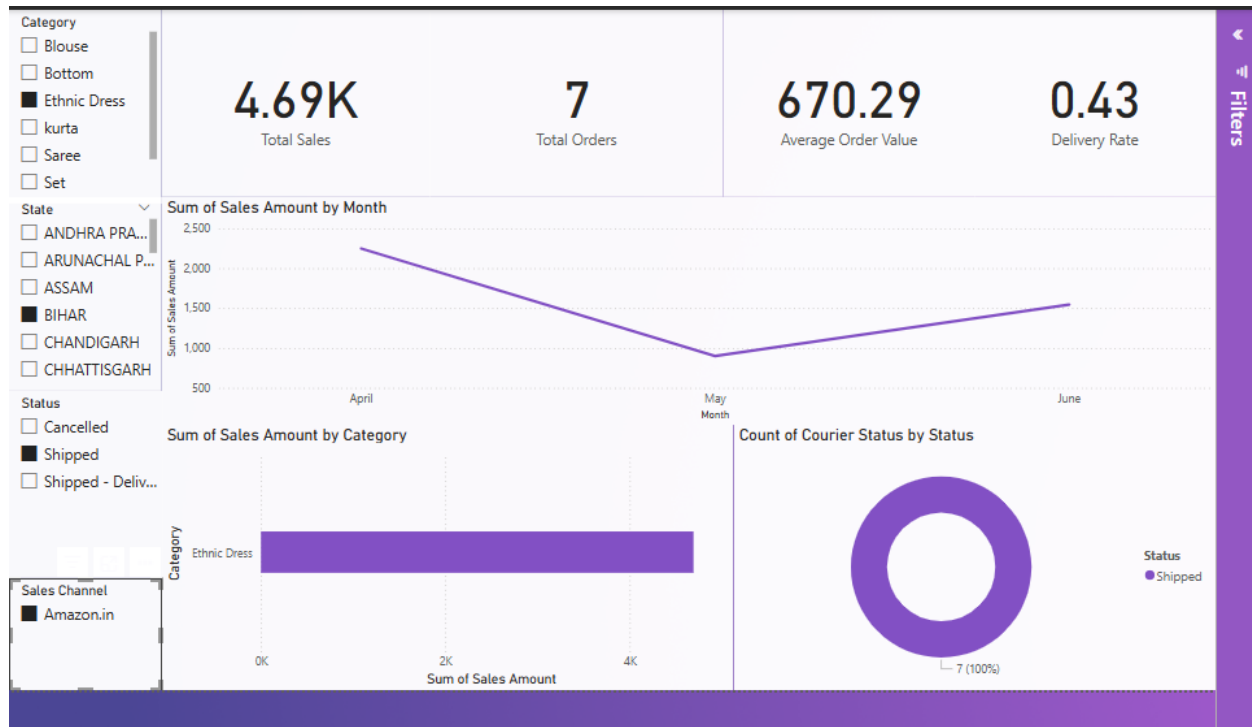
#### ***Insight 1: Overall Sales Performance***



- **Total Sales:** The overall sales amount across all categories, regions, and statuses is **₹78.59M**.
- **Average Order Value:** The average order value is **₹652.88**, indicating a moderate spending per transaction.
- **Delivery Rate:** The delivery rate is **0.22**, which suggests that only 22% of orders have been successfully delivered. This could indicate issues with logistics or tracking.

**Key Observation:** The high total sales figure indicates strong demand, but the low delivery rate highlights potential bottlenecks in the supply chain.

## Insight 2: Sales by Region (Bihar)



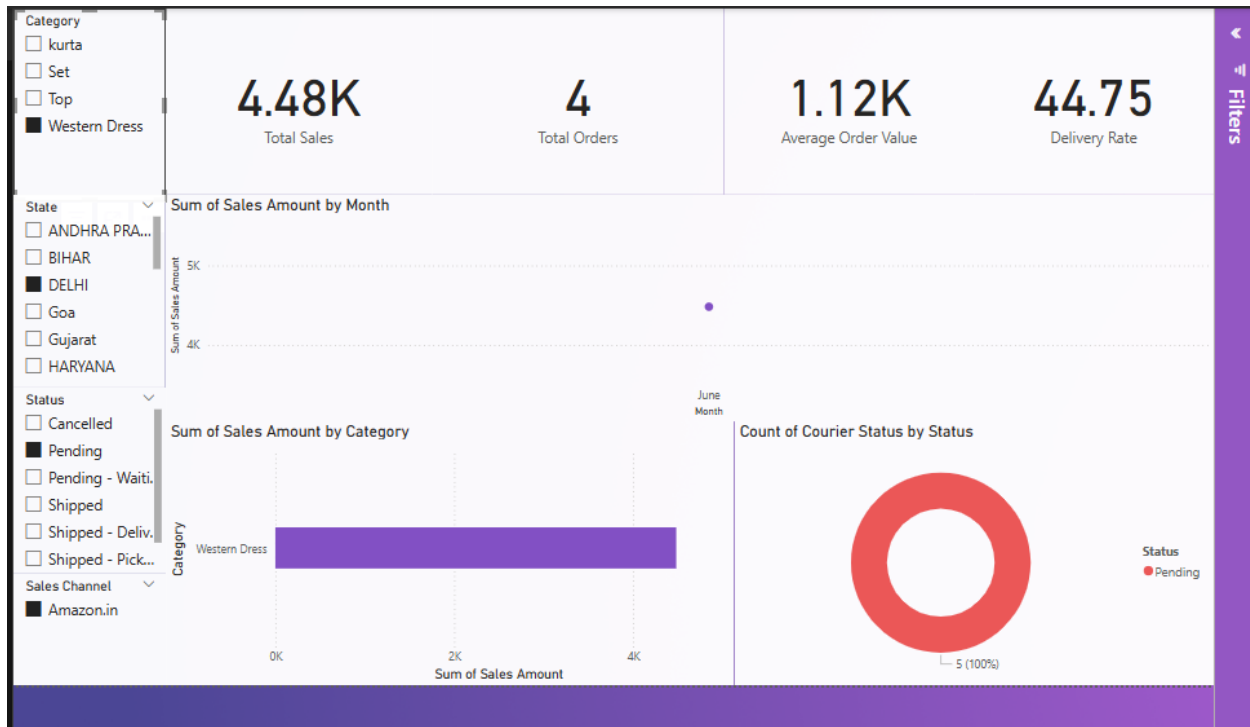
- **Filter Applied:** State = Bihar, Category = Ethnic Dress, Status = Shipped
- **Total Sales:** ₹4.69K
- **Total Orders:** 7
- **Average Order Value:** ₹670.29
- **Delivery Rate:** 0.43 (43%)

### Key Observations:

1. **Low Sales Volume:** The sales in Bihar are significantly lower compared to the overall sales, indicating either limited market penetration or lower demand for ethnic dresses in this region.
2. **High Average Order Value:** Despite the low sales volume, the average order value is relatively high, suggesting that customers in Bihar tend to purchase higher-value items.
3. **Moderate Delivery Rate:** The delivery rate of 43% is better than the overall rate (0.22), but there is still room for improvement in ensuring timely deliveries.



### Insight 3: Sales by Region (Delhi)



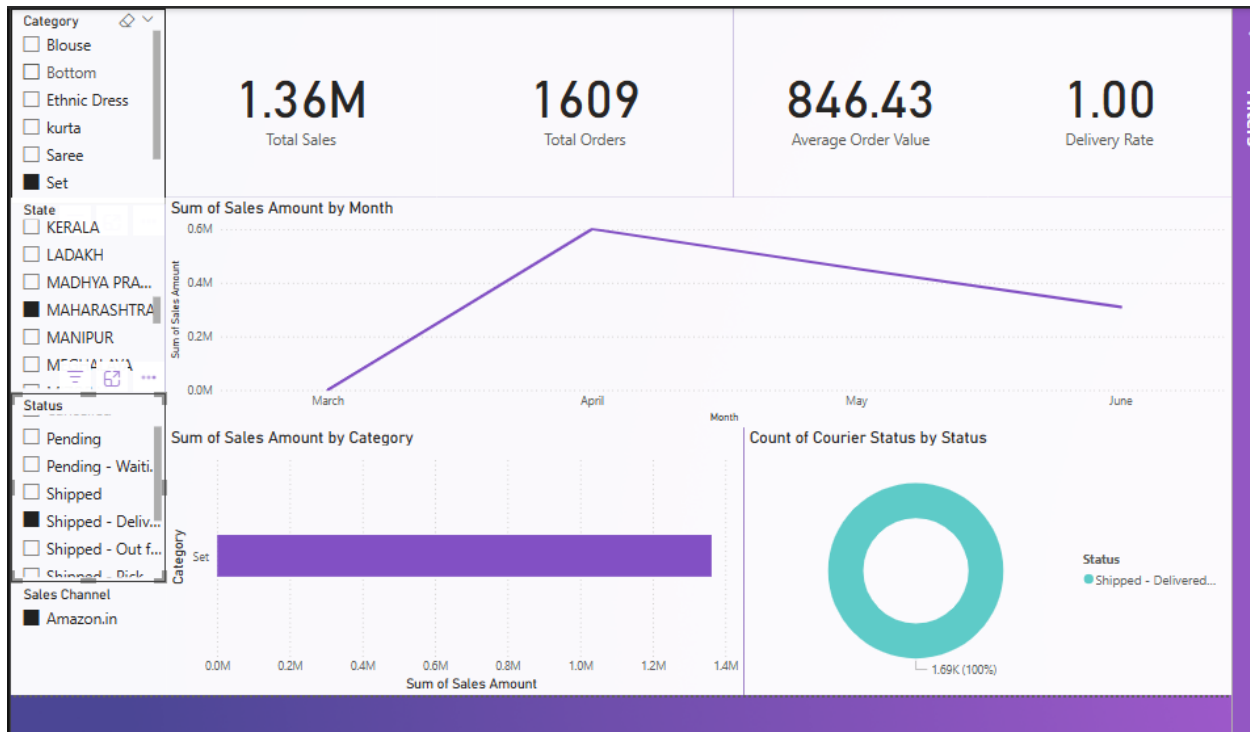
- **Filter Applied:** State = Delhi, Category = Western Dress, Status = Pending
- **Total Sales:** ₹4.48K
- **Total Orders:** 4
- **Average Order Value:** ₹1.12K
- **Delivery Rate:** 44.75%

#### Key Observations:

1. **Very Low Sales Volume:** The sales in Delhi are even lower than in Bihar, with only ₹4.48K in total sales.
2. **High Average Order Value:** Similar to Bihar, the average order value is very high (₹1.12K), indicating that customers in Delhi also prefer higher-value purchases.
3. **No Deliveries:** The delivery rate is extremely low (44.75%), and all orders are pending. This suggests significant delays in processing or shipping orders in Delhi.



#### Insight 4: Sales by Region (Maharashtra)



- **Filter Applied:** State = Maharashtra, Category = Set, Status = Shipped - Delivered
- **Total Sales:** ₹1.36M
- **Total Orders:** 1609
- **Average Order Value:** ₹846.43
- **Delivery Rate:** 1.00 (100%)

#### Key Observations:

1. **Significant Sales Contribution:** Maharashtra contributes a substantial portion of the total sales (₹1.36M), making it one of the top-performing regions.
2. **High Number of Orders:** With 1609 orders, Maharashtra has a much higher order volume compared to other regions like Bihar and Delhi.
3. **Good Average Order Value:** The average order value is reasonable (₹846.43), indicating balanced customer spending.

4. **Perfect Delivery Rate:** All orders in Maharashtra have been shipped and delivered, achieving a 100% delivery rate. This reflects efficient logistics and order management in this region.