

# DUTTA ECOMMERCE SALES DASHBOARD

Here are the key insights from the "Dutta Ecommerce Sales Dashboard":

1. **Total Sales by Quarter:**
  - Q1: 438K
  - Q2: 37K
  - Q3: 5615
  - Q4: 121K
2. **Top States by Sales:**
  - Maharashtra leads, followed by Uttar Pradesh, Madhya Pradesh, and Delhi.
3. **Category Sales:**
  - Electronics: 71%
  - Clothing: 28%
4. **Profit Trends by Month:**
  - Fluctuating profits, some months with negative profit.
5. **Payment Modes:**
  - Credit Card: Most used
  - COD (Cash on Delivery)
  - UPI (Unified Payments Interface)
6. **Profit by Category:**
  - Clothing generates more profit despite Electronics having higher sales quantity.

This dashboard provides valuable insights for business strategy discussions. 📊💡

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**In summary, the DUTTA ECOMMERCE Sales Dashboard offers valuable insights into our business performance over the last quarter. With an impressive 438K total sales and significant website traffic at 561K visits, we see robust growth across all sectors. Our strategic approach to targeting key states like Maharashtra has yielded substantial returns as evidenced by our financial metrics. The data-driven breakdown by category further highlights our success in Electronics at 21% of total quantity sold while maintaining healthy profit margins across all product lines. This dashboard underscores our commitment to leveraging analytics for strategic decision-making and sets a strong foundation for continued growth.**