Data Visualization and Interpretation

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Sales Dashboard

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Sales Dashboard - Visualization and Interpretation
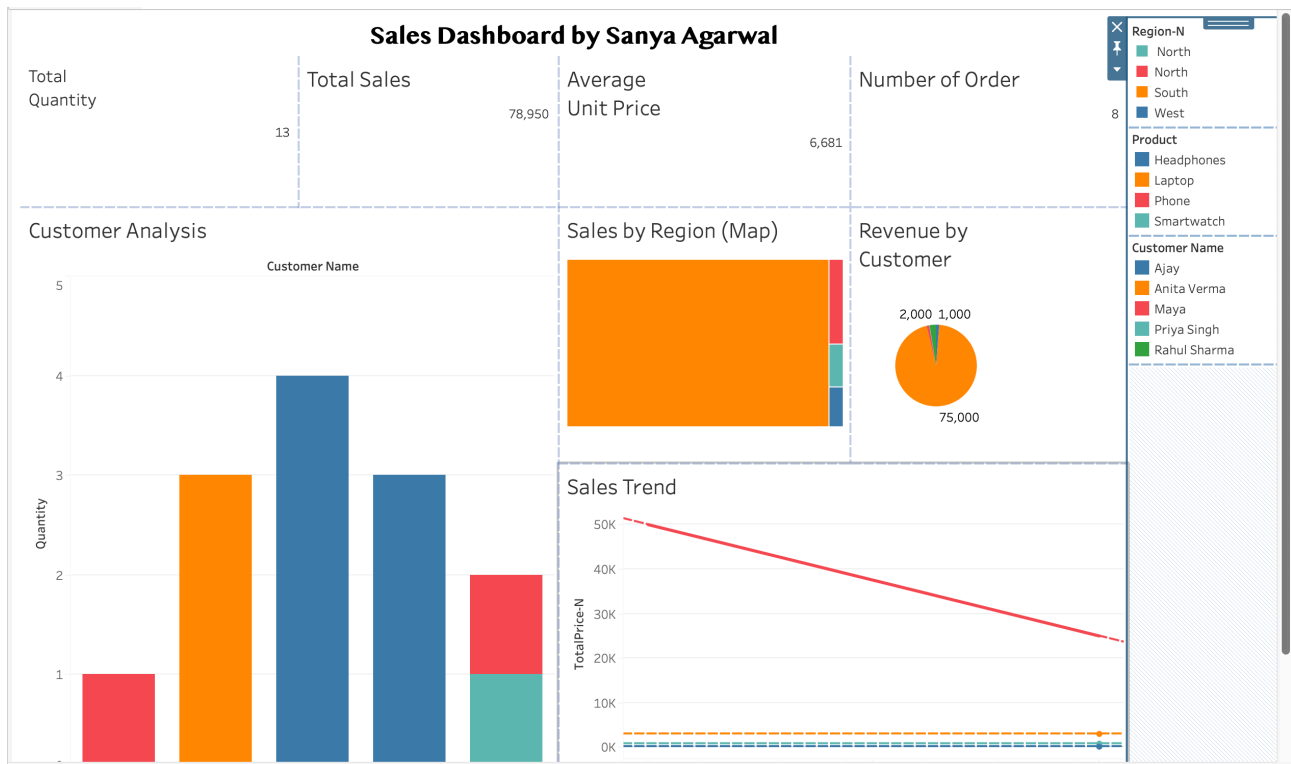
Sample data used

Sample data

OrderID	OrderDate	CustomerName	ProductDetails	Quantity	UnitPrice	TotalPrice	Region	Notes
1	9/1/2025	Rahul Sharma	Laptop - Silver - 15"	1	$1,000.00		" North "	Delivered
2	1/9/2025	Anita Verma	Phone - Black - 6inch	2	₹25,000.00	₹50,000.00	south	
3	3-Sep-25		Tablet - White - 10in	1	300	300	East	Return pending
4	9/3/2025	Rahul Sharma	Laptop - Silver - 15"	1	$1,000.00	$1,000.00	North	Duplicate order
5	9/4/2025	Priya Singh	Headphones - Red	3	50		West	
6	4/9/2025	Suresh	Phone - Black - 6inch		25000	25000	South	missing qty
7	9/5/2025	Anita Verma	Phone - Black - 6inch	1	25000	25000	south	
8	9/5/2025	Ajay	Laptop - Silver - 15"	1	$1,000.00	$1,000.00	north	
9	9/6/2025	Maya	Smartwatch - Blue	2	199.99	399.98	West	
10	9/6/2025	Maya	Smartwatch - Blue	2	199.99	399.98	West	Duplicated

After using query like

- Replaced Values (remove ₹,$, ,)

- Trimmed Text (multiple columns)

- Changed Type (UnitPrice → Decimal)

- Split Column (ProductDetails by "-")

- Removed Duplicates (OrderID)

- Added Custom (TotalPrice_Calc)

- Changed Type (OrderDate → Date using Locale)

- Reordered / Renamed Columns

We have 8 rows 10 columns.

The dashboard is as follows with the interpretation

1. **KPI overview** - On the top of the dashboard shows the key performance these are:

   - Total Sales : ₹7 8,950

   - Total Quantity : 13 units

   - Average Unit Price : ₹6,681

   - Number of orders : 8

2. **Customer Analysis** - The bar charts here shows the quantity purchased by cutomer.

   - Ajay made highest number of purchases (4 units)

   - Anita and Maya purchased 3 units each.

   - Priya and Rahul comparatively less in terms of quantity

3. **Sales by Region** - The regional sales bar indicates that:

- The South region contributed the most to total sales followed by the West, North, and East regions.

- This suggests that marketing and sales strategies in the South region are more effective or that it has higher customer demand.

4. **Revenue by Customer** - The pie chart for revenue by customer shows that:

- Anita Verma contributes the majority of the revenue, accounting for approximately ₹75,000 of total sales.

- Other customers, such as Ajay, Maya, and Priya Singh, make up smaller portions of the total revenue.

5. **Sales by Trend** - The sales trend line graph shows a noticeable decline in total price over time.

- Initially, sales peaked around ₹50,000 but later dropped below ₹30,000.

- This indicates potential seasonal variation or a drop in customer demand.

Conclusion : The dashboard, provides a comprehensive view of the company's sales performance. It highlights key performance indicators such as total sales, total quantity, average unit price, and number of orders. Additionally, it includes visual analyses like customer-wise sales, sales by region, revenue by customer, and overall sales trends.

• The South region is performing best, with the highest sales volume.
• Anita Verma is the top customer, contributing a major portion of total revenue.
• Despite strong performance in some areas, the sales trend indicates a decline that may require investigation.

• Focus should be placed on boosting customer engagement in underperforming regions and understanding the cause of the downward sales trend.