

# Retail Sales Performance Dashboard Documentation

## 1 Overview

Describing the structure and key metrics of the Retail Sales Performance Dashboard.

## 2 Key Metrics

Presenting the primary data points:

- Sum of Amount: 51K
- Sum of Quantity: 157
- Sum of Profit: 11K
- Sum of AOV: 6331

## 3 Visualizations

Detailing the various charts and their insights:

### 3.1 Sum of Amount by State

Illustrating a bar chart showing:

- Maharashtra: Highest amount
- Karnataka, Rajasthan: Significant contributions
- Tamil Nadu, Uttar Pradesh: Lower amounts

### 3.2 Sum of Quantity by Payment Mode

Displaying a pie chart with:

- UPI: 48%
- EMI: 32%
- COD: 24%
- Credit Card: 39%

### **3.3 Profit by Month**

Showing a bar chart with monthly profit trends:

- Peaks in July and November
- Losses in February and October

### **3.4 Sum of Amount by Customer Name**

Presenting a bar chart with:

- Gopal: Highest amount
- Hariv, Laksh: Moderate amounts
- Shiva, Hales: Lower amounts

### **3.5 Sum of Quantity by Category**

Featuring a pie chart with:

- Furniture: 41%
- Electronic: 53%
- Clothing: 34%

### **3.6 Sum of Profit by Sub-Category**

Displaying a bar chart with:

- Phones: Highest profit
- Chairs, Printers: Significant profits
- Laptops, Trousers, Saree: Moderate profits