Sales dashboard
Sathyakala D, Data Analyst

| Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |

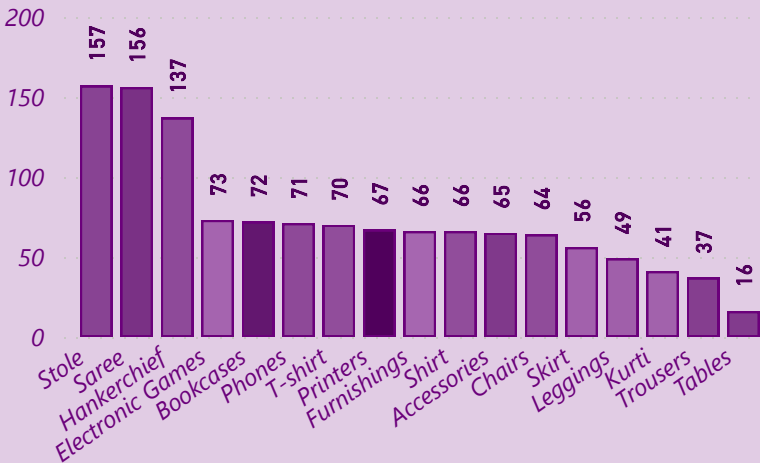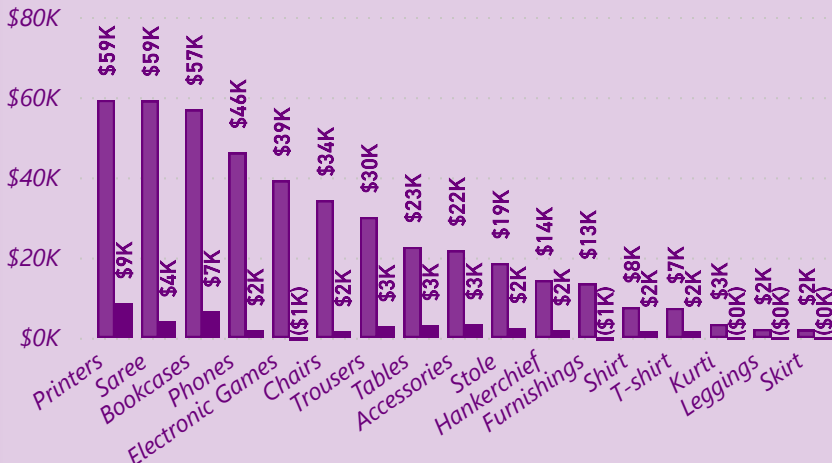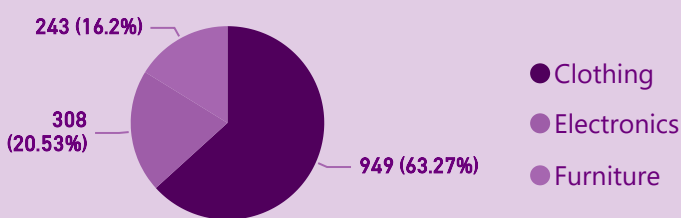| Total Quantity	Total Amount	Total Profit	Total Orders	Total Customers
5615	$438K	$37K	500	336

Count of Orders by Sub-Category

Values by Sub-Category: Stole 157, Saree 156, Hankerchief 137, Electronic Games 73, Bookcases 72, Phones 71, T-shirt 70, Printers 67, Furnishings 66, Shirt 66, Accessories 65, Chairs 64, Skirt 56, Leggings 49, Kurti 41, Trousers 37, Tables 16

Sum of Amount and Sum of Profit by Sub-Category

Amount values: Printers $59K, Saree $59K, Bookcases $57K, Phones $46K, Electronic Games $39K, Chairs $34K, Trousers $30K, Tables $23K, Accessories $22K, Stole $19K, Hankerchief $14K, Furnishings $13K, Shirt $8K, T-shirt $7K, Kurti $3K, Leggings $2K, Skirt $2K

Profit values: $9K, $4K, $7K, $2K, ($1K), $2K, $3K, $3K, $3K, $2K, $2K, ($1K), $2K, $2K, $3K, ($0K), ($0K)

No. of Orders by Category

- Clothing: 949 (63.27%)
- Electronics: 308 (20.53%)
- Furniture: 243 (16.2%)

Sum of Profit by Month

January $4.0K, February $0.9K, March ($0.1K), April $3.7K, May $5.5K, June ($0.8K), July $1.1K, August $5.1K, September $5.2K, October $6.3K, November $1.9K, December $4.1K

Customers details

Customer Name	Profit	Quantity	Total Amount
Madan Mohan	$2,166	54	$7,766
Aarushi	$2,059	49	$4,701
Shrichand	$1,901	20	$3,828
Madhav	$1,848	53	$9,365
Priyanka	$1,276	79	$5,762
Sarita	$1,183	50	$5,449
Bhishm	$1,165	26	$4,907
Bharat	$1,143	25	$1,579
Total	**$36,963**	**5615**	**$4,37,771**

Orders by State and City

States shown: Jammu and Kashmir, Delhi, Punjab, Madhya Pradesh, Nagaland, Maharashtra, Bihar, Gujarat, West Bengal, Goa, Kerala, Andhra Pradesh, Karnataka, Tamil Nadu

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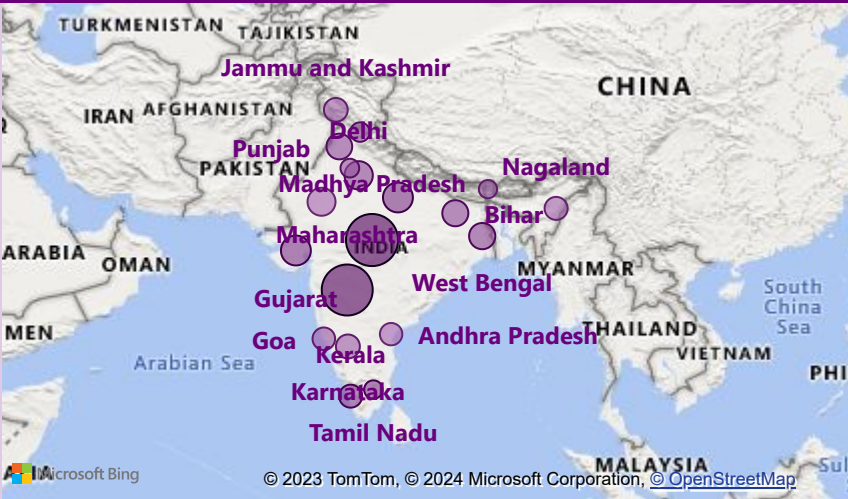
Sum of Quantity by PaymentMode

- COD: 2K (43.74%)
- UPI: 1K (20.61%)
- Debit Card: 1K (13.2%)
- Credit Card: 1K (11.97%)
- EMI: 1K (10.49%)
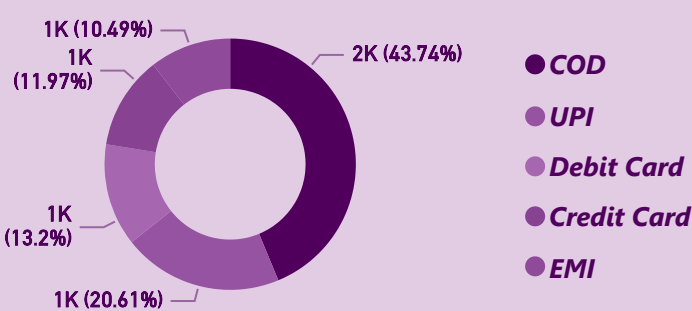
| January | February | March | April | May | June | July | August | September | October | November | December |

Sales dashboard (Insights)

Sathyakala D, Data Analyst

Insights:

1. Total unique customers are **336.** The total number of unique Orders is **500**, and Orders Quantity is **5,615**. The total number of Categories are **3**, and Sub-categories are **17**.

2. The Total amount is **$438K** and Profit is **$37K**.

3. Orders by Category: Clothing lead with **949 (63.27%)**, followed by Electronics with **308 (20.53%)**, and Furniture with **243 (16.20%)**.

4. Most Ordered Sub-category is **Stole & Sarees,** and the Least is **Tables**.

5. Most profitable Sub-category is **Printers**.

6. **October** had the **highest Profit $6,315** and was **934.21%** higher than **June,** which had the **lowest Profit with -$757**.

7. More products ordered in the state of **Madhya Pradesh (314)**.

8. **Madhan Mohan** is the **highest profit ($2,166)** and Lowest profit by **Shishu with -$1,836.**