# Sales dashboard
**Sathyakala D, Data Analyst**

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

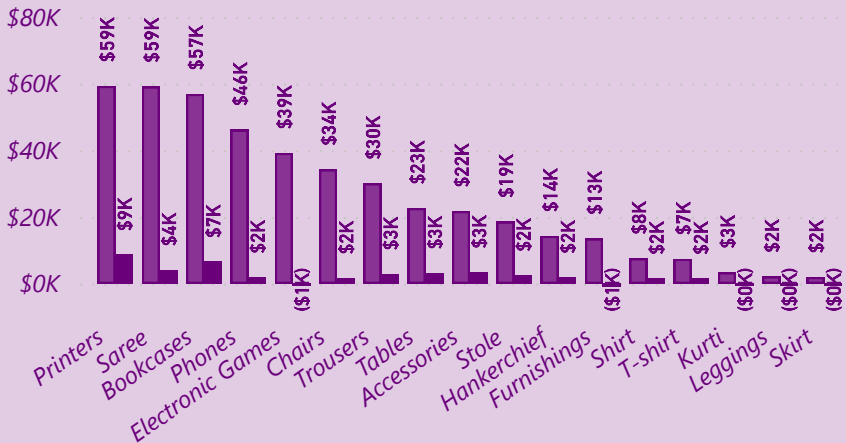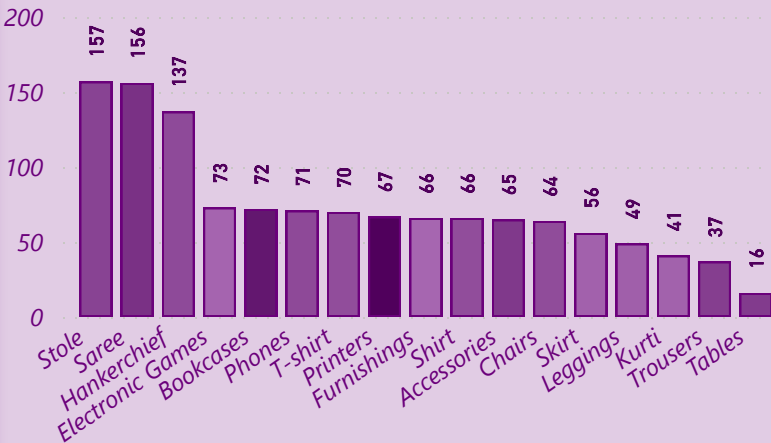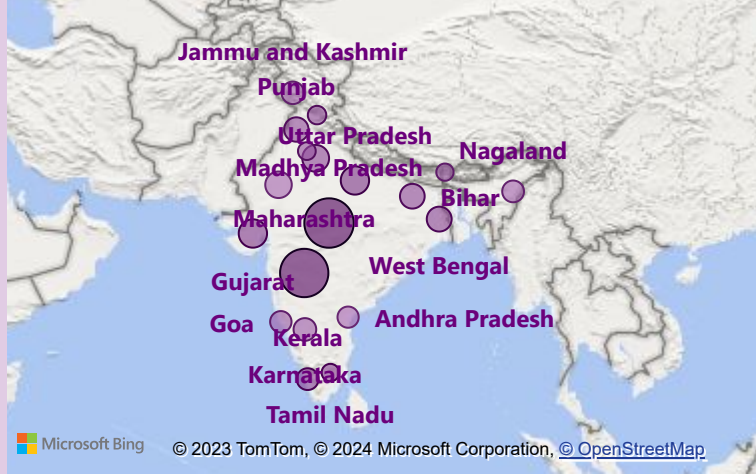| Total Quantity | Total Amount | Total Profit | Total Orders | Total Customers |
|---|---|---|---|---|
| 5615 | $438K | $37K | 500 | 336 |

## Total sales and Profit by Sub-Category

Sales values ($K): Printers $59K/$9K, Saree $59K/$4K, Bookcases $57K/$7K, Phones $46K/$2K, Electronic Games $39K/($1K), Chairs $34K/$2K, Trousers $30K/$3K, Tables $23K/$3K, Accessories $22K/$3K, Stole $19K/$3K, Hankerchief $14K/$2K, Furnishings $13K/($1K), Shirt $8K/$2K, T-shirt $7K/$2K, Kurti $3K/($0K), Leggings $2K/($0K), Skirt $2K/($0K)

## Count of Orders 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

## Orders by State and City

Jammu and Kashmir, Punjab, Uttar Pradesh, Madhya Pradesh, Nagaland, Bihar, Maharashtra, West Bengal, Gujarat, Andhra Pradesh, Goa, Kerala, Karnataka, Tamil Nadu

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## Sum of Quantity by PaymentMode

● COD ● UPI ● Debit C... ● Credit ... ● EMI

2K (43.74%), 1K (20.61%), 1K (13.2%), 1K (11.97%), 1K (10.49%)
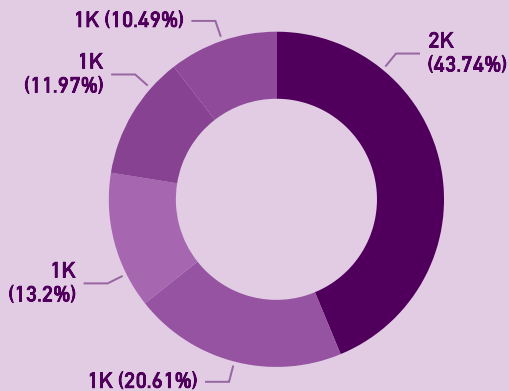
## Customers details

| 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 |
| Abhijeet | $1,078 | 45 | $5,691 |
| **Total** | **$36,963** | **5615** | **$4,37,771** |

## Total sales by Category

● Electronics ● Clothing ● Furniture

$127K (29.05%), $166K (37.98%), $144K (32.97%)

## Sum of Profit and Sum of Amount by Month

● Sum of Profit ● Sum of Amount

$49K, $1K, $22K ($0K), $24K, $6K, $34K, $41K ($1K), $5K, $5K, $6K, $2K, $4K

January, Febru..., March, April, May, June, July, August, Septe..., Octob..., Nove..., Dece...
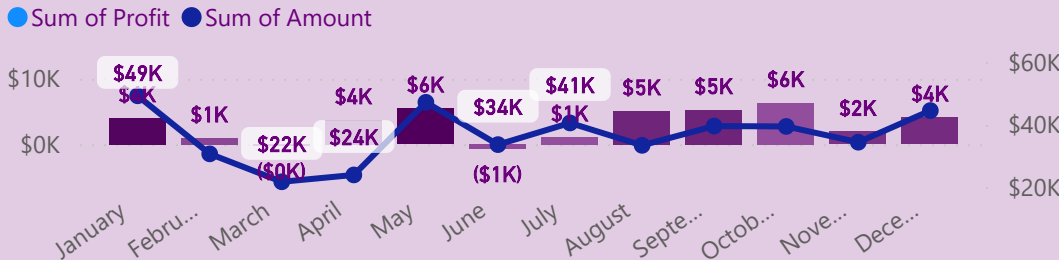
| January | February | March | April | May | June | July | August | September | October | November | December |

# 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.**