

Sales Analytics Dashboard

Product Sales Data (2023–2024)

56.04M

Total Sales

9.58M

Total Profit

1479

Total Quantity

17.09

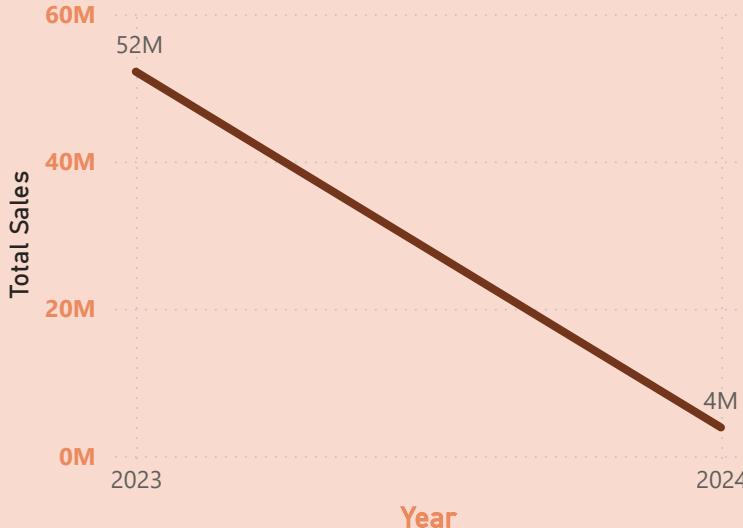
Profit Margin %

Year

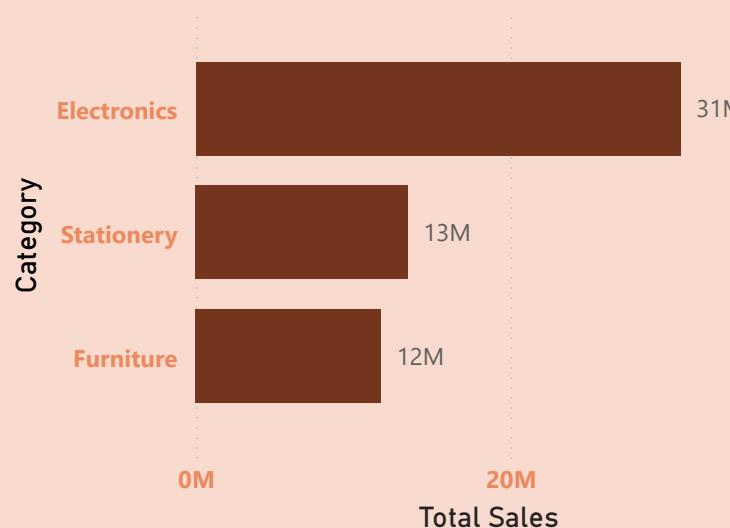
01-01-2023 📆

05-02-2024 📆

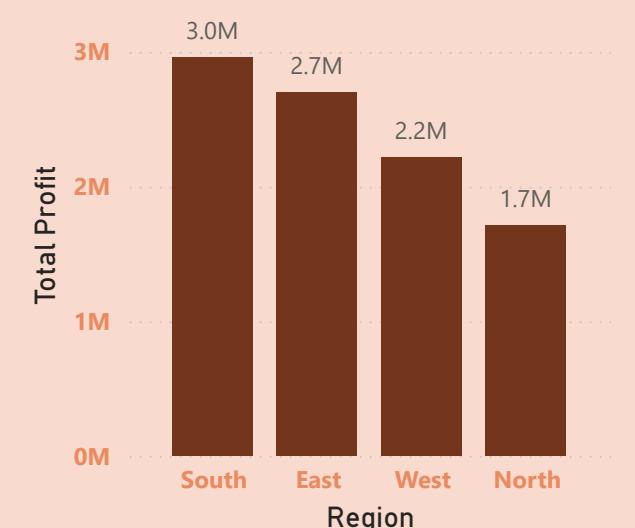
Sales Trend Over Time



Sales by Category



Profit by Region



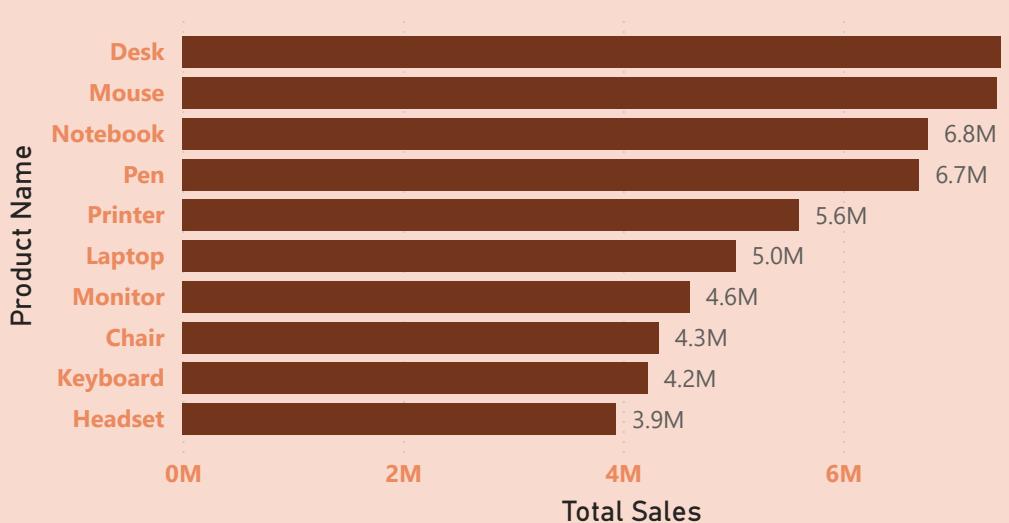
Region

- East
- North
- South
- West

Category

- Electronics
- Furniture
- Stationery

Top 10 Products by Sales



Month vs Sales



Summary of Insights

- Electronics has the highest sales.
- West region performs the best.
- Some products have low profit.
- Sales increase in a few months.
- Top customers contribute most sales.

Recommendations

- Improve prices for low-profit products.
- Focus more on high-sales regions.
- Give offers during high-sales months.
- Provide rewards for loyal customers.