The background of the slide features a close-up, slightly blurred image of a blue pen writing on a document. A line graph is visible on the right side of the image, with the number '2,47' written next to it. The overall color scheme is a mix of dark blue and light blue.

SALES DATA ANALYSIS DASHBOARD

Objective

The primary objective of this project is to analyze retail sales data to gain actionable insights that will enhance performance and enable us to closely monitor our sales and overall performance.

Sales Dashboard – On next slide

For interactive dashboard please download excel file.



SALES DASHBOARD

SUPERMARTSHOP

SALE TYPE

Direct Sales

Online

Wholesaler

PAYMENT MODE

Cash

Online

YEAR

2021

2022

TOTAL SALES

\$4,01,412



TOTAL PROFIT

\$68,908



PROFIT %

21%



TOP PRODUCT

Product41
132 Ft

\$22,952



TOP CATEGORY

Category
04

\$95,269



MONTH

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



MONTHLY



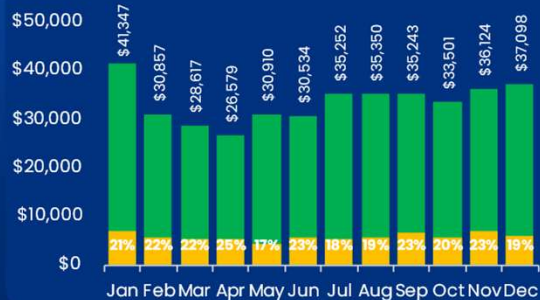
SALES



PROFIT



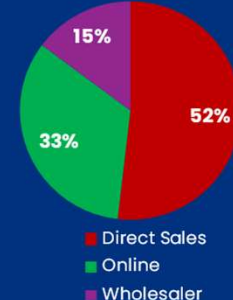
PROFIT %



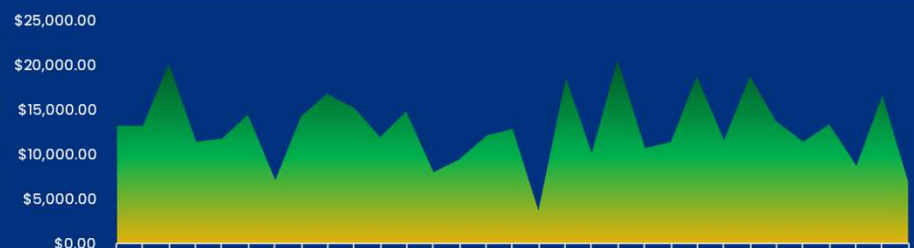
PRODUCTS



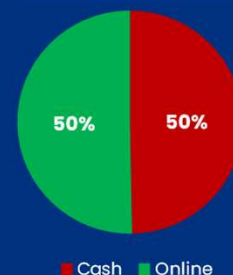
SALES TYPE



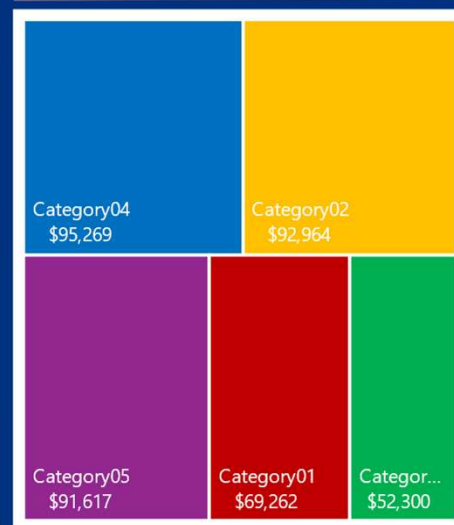
DAILY



PAYMENT MODE



CATEGORY



Insights:

- Our highest sales were in January.
 - Our all-time top-selling product is Product41, with total sales of \$22,952.
 - Our all-time highest-selling category is Category4, with total sales of \$95,269.
 - 52% of our sales come from direct sales, 33% through online channels, and 15% from wholesalers.
 - Our total profit is \$69,908, with a total EBITA of 21%.
 - We receive 50% of payments online and 50% through cash transactions.
-

THANKS
