

*SRN - 202101425*

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### *Assignment: LAB-CIE (AI-BI)*

**Que:** Prepare a dashboard including all possible analysis of the given dataset (Individual dataset given at the starting of lab sessions).

#### **Sales Performance Analysis Report**

**Executive Summary:** This report provides a comprehensive analysis of sales performance. By examining key metrics such as total sales, sales by product category, City-wise sales distribution, and profitability, this report aims to identify trends, opportunities, and areas for improvement to drive business growth.

##### 1. Total Sales Overview:

- Total Sales: 438K

##### 2. Sales by Product Category:

- Electronics:
  - Total Sales: 1,66,267
  - Profit: 13,162
  - Top-selling products: Printers
  - Analysis: Electronics emerged as the highest-grossing category, driven by strong sales performance in Printers.
- Clothing:
  - Total Sales: 144323
  - Profit: 13325
  - Top-selling products: Saree
  - Analysis: Clothing sales remained steady, with notable contributions from Saree.
- Furniture:
  - Total Sales: 127181
  - Profit: 10476
  - Top-selling products: Bookcases, Tables
  - Analysis: Furniture witnessed moderate sales, with Bookcases and Tables leading the category.

##### 3. Sales by City:

- Indore:
  - Total Sales: 64K
  - Profit: 6763
- Mumbai:
  - Total Sales: 59K
  - Profit: 803
- Pune:

- Total Sales: 44K
- Profit: 6160

#### 4. Profitability Analysis:

Profit Margin:

Overall Profit Margin: 8.4%

Analysis: The company achieved a healthy profit margin of 8.4%, indicating efficient cost management and revenue generation strategies.

Product Category Profitability:

Electronics: 7.92%

Clothing: 9.23%

Furniture: 8.24% %

Analysis: Despite varying sales volumes, all product categories maintained consistent profitability levels.

#### 5. Customer Segmentation:

- Customer Demographics:

Analysis: Further analysis is needed to segment customers based on demographics such as age, gender, and income to tailor marketing strategies and product offerings.

#### 6. Recommendations for Improvement:

- Expand Market Reach:

Explore opportunities to expand market reach in underperforming City such as Indore through targeted marketing campaigns and partnerships.

- Diversify Product Portfolio:

Consider diversifying the product portfolio to capitalize on emerging trends and consumer preferences, especially in high-growth categories such as electronics and clothing.

- Enhance Customer Experience:

Invest in enhancing the customer experience through personalized services, efficient logistics, and responsive customer support to foster loyalty and repeat business.

#### 7. Conclusion:

- Achievements:

The commendable sales performance across product categories and cities, with strong profitability and a healthy profit margin.

- Opportunities:

Opportunities exist to further capitalize on market potential, expand market reach, and enhance customer engagement to drive sustained growth and profitability.

- Next Steps:

By implementing targeted strategies based on the insights provided in this report, the company can position itself for continued success and competitiveness in the dynamic marketplace.

8. Dashboards:

