REALDLYTICS: SALES & CUSTOMER INTELLIGENCE DASHBOARD

Dashboard	Summary

Objective :

The goal of this dashboard is to analyze sales performance, customer orders, and revenue trends across genres and countries to help drive data-informed decisions.

- Use the dropdown filters to explore data by city, country, and genre.

- Navigate to the Dashboard tab to view visuals.

Created by : Siddharath Kulkarni

Data Visualization with Power BI

Readlytics: Dashboard for Sales & Customer Intelligence

Total Revenue
$75.63K

Average Order Value
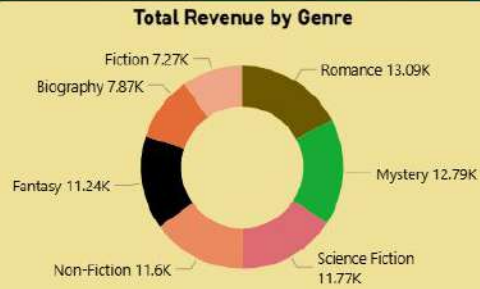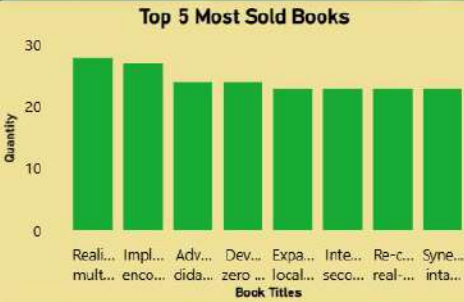$151.26

Total Orders
500

City — All ∨

Country — All ∨

Home Page

Summary

Top 5 Most Sold Books

Quantity vs Book Titles

- Reali... mult...
- Impl... enco...
- Adv... dida...
- Dev... zero...
- Expa... local...
- Inte... seco...
- Re-c... real-...
- Syne... inta...

Total Revenue by Year and Month

Total Revenue vs Year (Jan 2023, Jul 2023, Jan 2024, Jul 2024)

Total Revenue by Genre

- Fiction 7.27K
- Biography 7.87K
- Romance 13.09K
- Fantasy 11.24K
- Mystery 12.79K
- Non-Fiction 11.6K
- Science Fiction 11.77K

Top 5 Highest Priced Books

Book Titles vs Price ($)

- Adaptive... 39.47
- Adaptive... 10.95
- Adaptive... 14.04
- Adaptive... 47.29
- Adaptive... 25.97
- Adaptive... 46.60
- Adaptive... 38.15

Top | **Bottom**

Countries By Quantity

Country	Sum of Quantity
Cuba	37
Denmark	35
Heard Island and McDonald Islands	46
Hungary	43
Jersey	44
Macao	38
Monaco	35
New Caledonia	40
New Zealand	48
Tonga	35
United States Minor Outlying Islands	36
Vanuatu	35
Total	**472**

SUMMARY

Key Findings

· Fiction genre had the highest total sales across all countries.

· USA and UK had contributed to over 65% of overall revenue.

· Most orders were placed in between October and December.

· City-wise New York and London were the top performing cities.

Recommendations

· Focus marketing efforts on Fiction genre promotions.

· Expand delivery services in emerging cities like Toronto and Sydney.

· Launch targeted campaigns during Q4 to maximize seasonal demand.

· Offer loyalty rewards to top customers to increase repeat orders

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