



## 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 : Internship Studio

Data Visualization with Power BI

Readlytics: Dashboard for Sales & Customer Intelligence

Total Revenue  
\$75.63K

Average Order Value  
\$151.26

Total Orders  
500

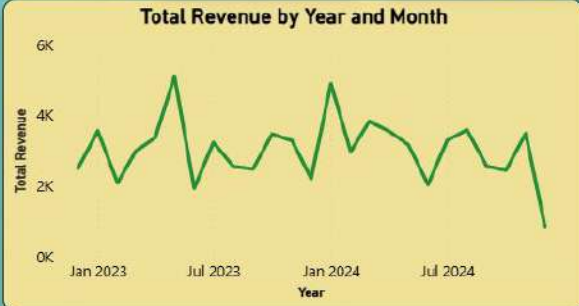
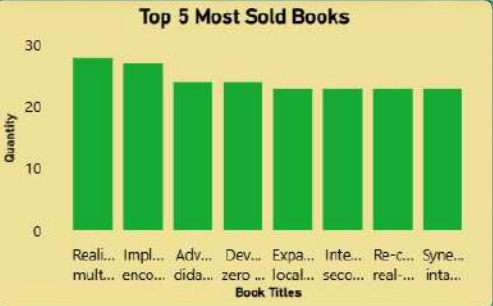
City  
All

Country  
All

Home Page

Summary

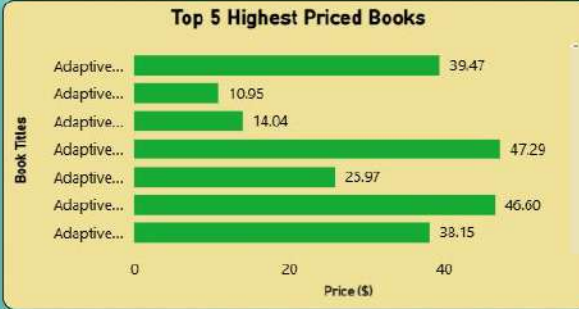
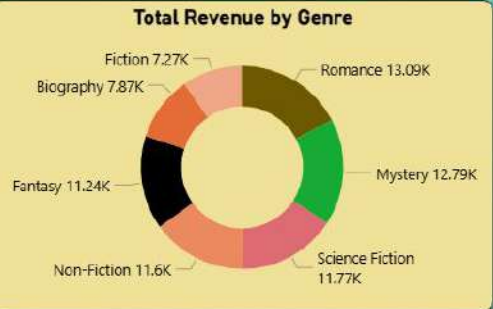
- Genre
- ☐ Biography
  - ☐ Fantasy
  - ☐ Fiction
  - ☐ Mystery
  - ☐ Non-Fiction
  - ☐ Romance
  - ☐ Science Fiction



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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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