Top Performers by Amount:

Nakoda Marble leads in terms of total Amount (237K), followed by S.K Granite (200K), as seen in the "Top 5 companies vs Amount" chart.

Top Performers by Square Feet:

Nakoda Marble also dominates in terms of Total Square Feet (3.5K), indicating a high correlation between square feet and sales.

Color Contribution:

The pie chart shows Black (34.15%) is the most sold color, followed by S.gold (14.36%) and L.Red (11.26%).

Monthly Trends:

November saw a peak on the 21st with the highest sales (103K in Amount), while December spiked on the 12th (178K).

Combination Analysis:

The stacked bar chart for "Sum of Amount by Company Name and Colour" highlights how each color contributes to individual company sales, e.g., Nakoda Marble’s success is driven by multiple colors.

Cumulative Totals:

The KPIs at the top summarize the overall performance:

Total Square Feet: 11,500

Total Amount: 887.90K

Total Customers: 40

Recommendations for Deeper Analysis

Seasonality Insights:

Compare sales across other months to understand whether November and December spikes are seasonal or exceptional.

Color-Specific Marketing:

Focus on promoting Black and S.gold colors since they are driving the majority of sales.

Company-Specific Strategies:

Since Nakoda Marble and S.K Granite are top performers, investigate their strategies (pricing, product variety, etc.) and replicate them for underperforming companies.

Identify Growth Opportunities:

Companies with medium sales (e.g., Haveli Marble, Palani Marble) can be pushed further with targeted campaigns focusing on their top colors.

Daily Trends:

The daily breakdown highlights potential promotional opportunities during peak days or gaps in sales patterns.