

Sales Analysis Dashboard

Sales Analysis Dashboard Documentation

Year Covered: 2018

Total Sales: \$722,052.02

Growth: +20.30% vs LY

Total Orders: 3,258

Objective

The purpose of this dashboard is to provide a comprehensive overview of sales performance across different dimensions such as time, geography, segment, category, and product. It is designed to help business users, sales managers, and analysts gain actionable insights to make data-driven decisions.

Filters

- Year: Allows selection of the year (currently filtered to 2018)
- Month: Allows month-wise filtering for granular analysis
- Ship Mode: Enables users to filter shipping performance by mode (Normal, Delayed, Fast)

Visual Components & Descriptions

• Total Sales Indicator

Visual: Big KPI card at the top

Insight: Shows the total sales amount of \$722,052.02 for 2018

Comparison: Indicates a 20.30% increase from the previous year (\$600,192.55)

• Sales Trend Over Time

Visual: Line chart (bottom-left)

Insight: Sales showed an increasing trend from August to October, with the highest sales in October (\$117,938). February was the lowest-performing month.

• Sales by State

Visual: Map with bubble markers (top-right)

Insight: High-performing states include California, New York, and Texas. Sales distribution is geographically widespread, with denser clusters in eastern U.S.

• Sales by Segment

Visual: Donut chart

Insight: Consumer: 45.51%

Corporate: 32.69%

Home Office: 21.80%

The Consumer segment contributes the highest portion of total sales.

• Sales by Subcategory

Visual: Vertical bar chart

Insight: Top subcategories: Chairs, Storage, and Tables

Least-performing subcategories include Art and Envelopes.

• Shipping Speed Distribution by Orders

Visual: Donut chart

Insight: Normal: 1,905 orders

Fast: 749 orders

Delayed: 604 orders

Around 18.5% of orders experienced delays, indicating potential logistics issues.

• Sales by Category

Visual: Horizontal bar chart

Insight: Technology is the top-performing category

Followed by Office Supplies and Furniture

• Top 10 Products by Total Sales

Visual: Packed bubble chart

Insight: Highest-selling product: Canon imageCLASS 2200 Advanced Copier (Technology)

Office Supplies also appear frequently, indicating demand for essential business items.

Key Takeaways

- Sales grew by over 20% from last year, driven primarily by the Consumer segment and Technology category.
- October had the highest monthly sales, while February lagged.
- Shipping delays exist in a significant number of orders, which may impact customer satisfaction.
- Geographic focus for future marketing can be centered around California, New York, and Texas.
- Chairs and Storage units are high-performing subcategories worth further investment.

Recommendations

- Investigate causes for delays in shipping and optimize logistics.
- Leverage high-performing products in marketing campaigns.
- Target growth in Corporate and Home Office segments.
- Consider monthly campaigns in low-performing months like February to boost sales.