


# 2023 Sales Performance Dashboard

5.02M 

Total Sales

6.49M

Total Profit

3.14K 

Profit Margin (%)

0.15 

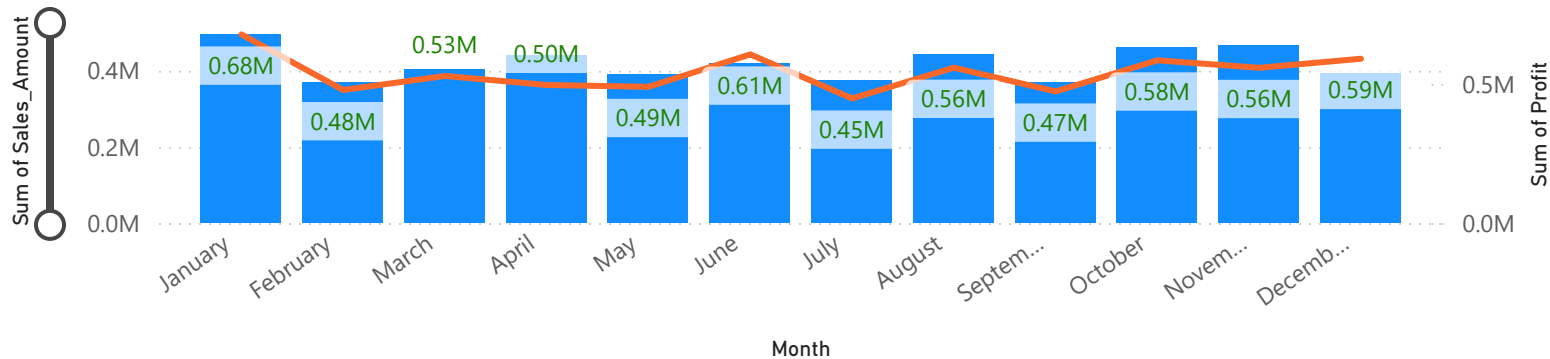
Average Discou...

25K 

Total Quantity

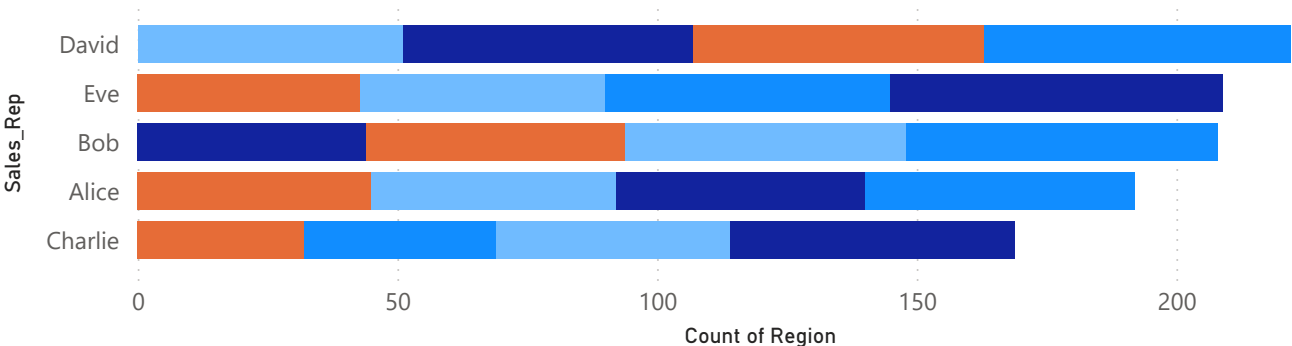
## Monthly Sales & Profit Trend

Sum of Sales\_Amount Sum of Profit



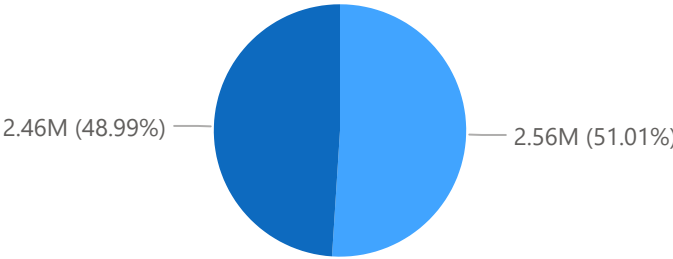
## Sales by Region & Sales Representative

Region East North South West



## Sales by Sales Channel

Sales\_Channel Retail Online

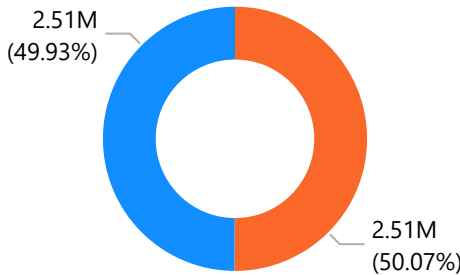


## Revenue Contribution: New vs Returning Customers

Customer\_Type

Returning

New

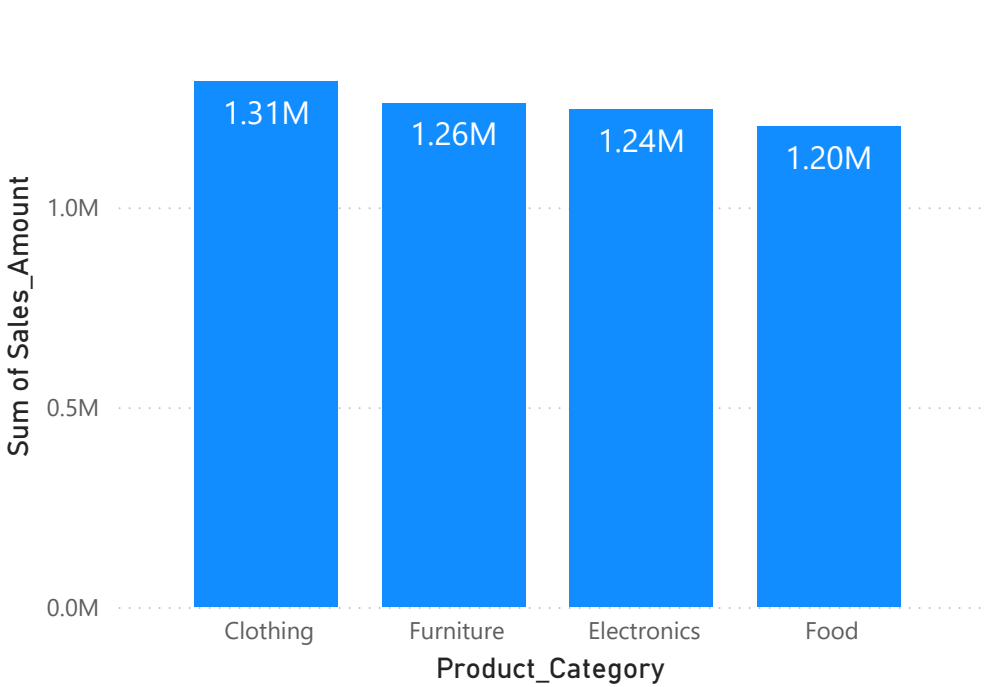


### Insights:

- **Returning customers** drove **50.07% of total revenue**, highlighting the impact of retention strategies.
- **Retail vs Online:** Retail slightly **outperformed online in profitability**, though both channels contributed significantly to revenue.
- **Monthly trend:** Sales and profit **peaked in January**, indicating seasonal spikes or campaigns.

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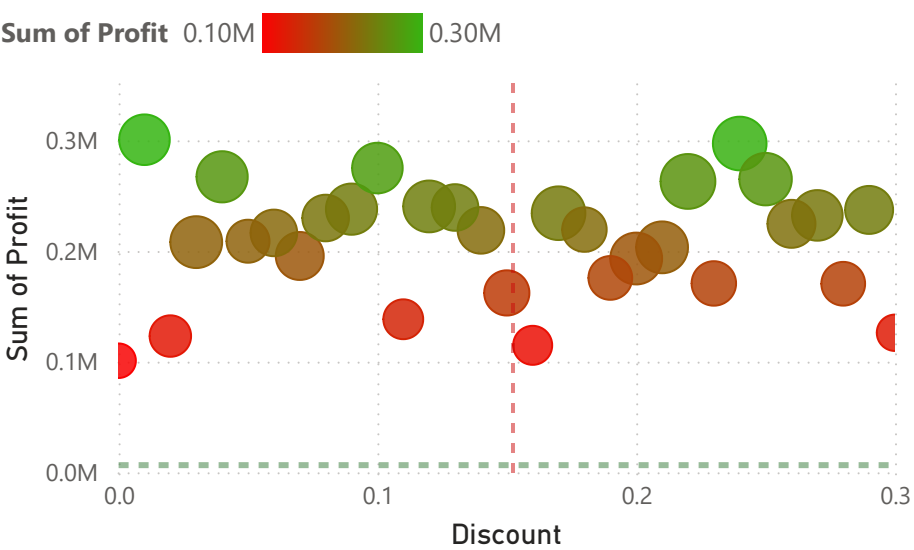
Sales & Profit by Product Category



Profit by Region & Product Category

Region	Clothing	Electronics	Food	Furniture	Total
North	442,918.12	455,265.62	272,402.47	490,874.99	1,661,461
West	433,368.02	347,872.40	335,215.55	539,635.80	1,656,091
East	443,862.59	408,297.93	413,456.75	384,939.93	1,650,557
South	392,809.07	362,884.11	400,033.28	364,010.44	1,519,736
Total	1,712,957.80	1,574,320.06	1,421,108.05	1,779,461.16	6,487,847

Impact of Discount on Profit



## Insights:

- **Clothing category** delivers **better profit margins** despite lower sales compared to **Furniture & Food** — consider **expanding high-margin products**.
- **High discounts (>20%)** are strongly **linked to low profitability**, especially in **Food**, suggesting a need to **review discount policies**.
- **Profit by Region:** The **North region** **underperforms** across most categories — requires **investigation into pricing or operational costs**.
- **Scatter Plot Analysis:** Larger transactions with **deep discounts** often lead to **poor profits** — set a **discount threshold policy** to protect margins.

Region

All

Sales\_Rep

All

Product\_Category

All

Sales\_Channel

☐ Online

☐ Retail

Sale\_Date

1/1/2023 1/1/2024

