

Grocery Sales Dashboard



Executive Summary

Grocery Business at a Glance

Region

All

Year

All

Home

Executive Summary

Regional Performance

Customer Insights

Category Insights

Total Sales

15.0M

Total Profit

3.75M

Customers

50

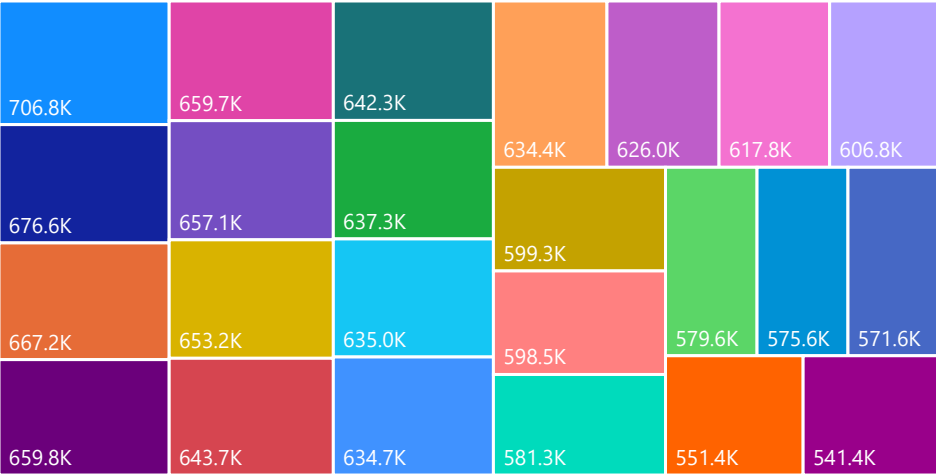
Total Orders

9.99K

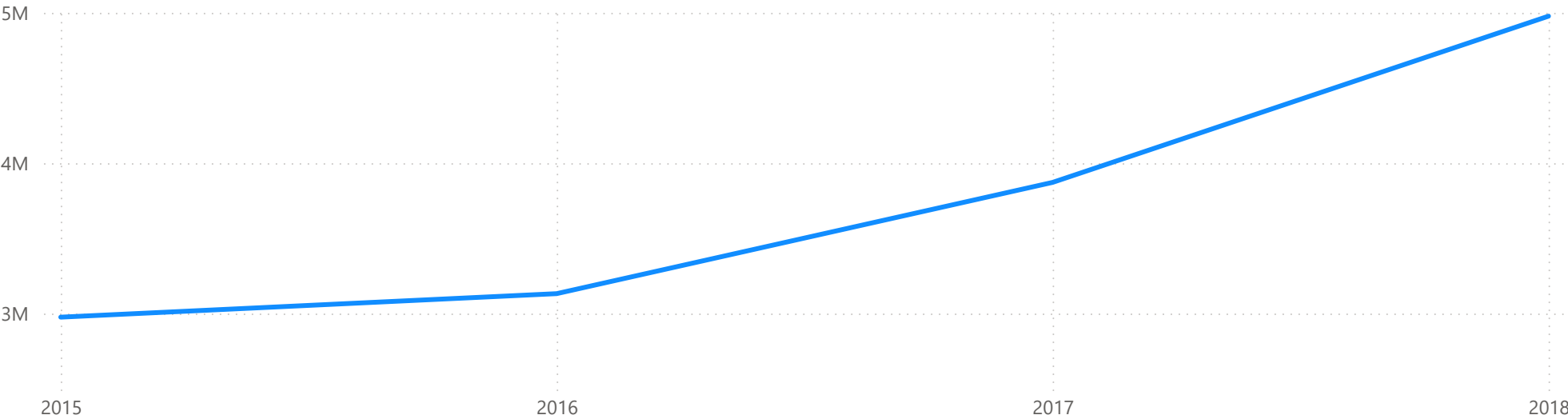
Sales by Product Category



Sales by City



Yearly & Monthly Sales Trend



Regional Sales and Profit Analysis

Region

All

Year

All

Home

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Customer Insights

Category Insights

Top_Region_Name

West

Avg_Profit_Per_Region

749.42K

Total_Regions

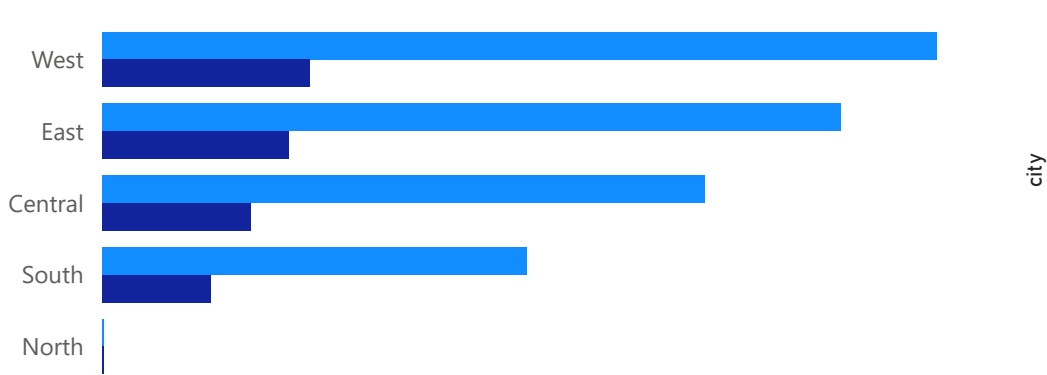
5

Avg_Region_Discount

20.56%

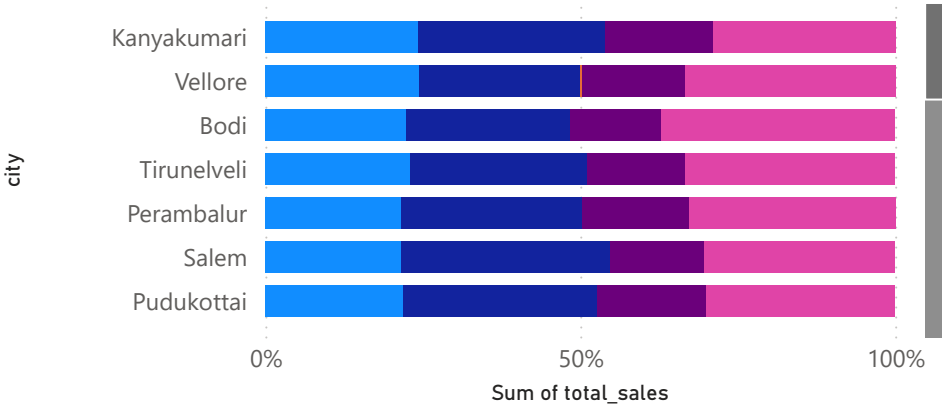
Sales vs Profit by Region

Sum of total_sales Sum of profit



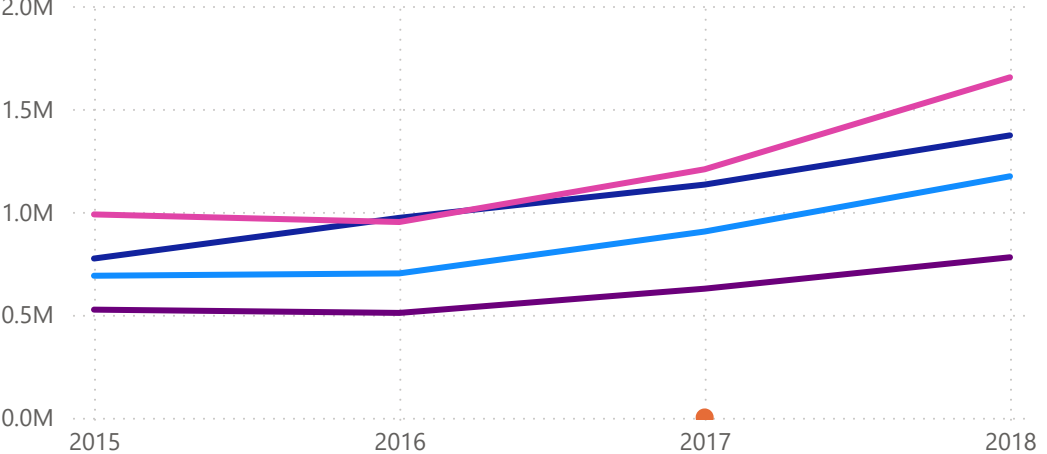
City-wise Sales Across Regions

region Central East North South West



Monthly Sales Trend by Region

region Central East North South West



Region-level Breakdown

| Region | Total_Sales | Total_Profit | No of Orders | Customer Count |
|---------|-------------|--------------|--------------|----------------|
| Central | 3468156.0 | 8,56,806.84 | 2323 | 50 |
| East | 4248368.0 | 10,74,345.58 | 2848 | 50 |
| South | 2440461.0 | 6,23,562.89 | 1619 | 50 |
| West | 4798743.0 | 11,92,004.61 | 3203 | 50 |
| North | 1254.0 | 401.28 | 1 | 1 |
| Total | 14956982.0 | 37,47,121.20 | 9994 | 50 |

Customer Segments & Performance

City

All

Category

All

Home

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Customer Insights

Category Insights

Repeat_Customers

50

Top_Customer_Name

Krithika

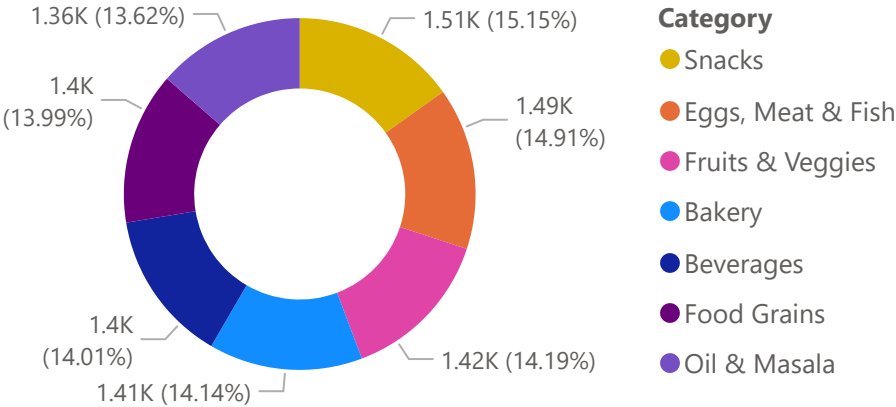
Top_Customer_Spend

334K

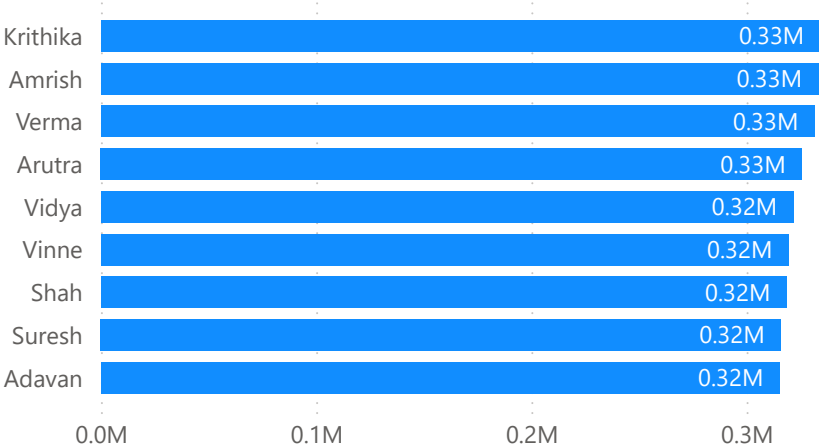
Avg_Order_Value

1.50K

Customer by Category



Top 10 Customers by Sales



Customer Count by City



Customer-level breakdown

| Name | Orders | Sales | Profit | City |
|----------|--------|--------|----------|----------------|
| Haseena | OD3160 | 2491.0 | 1,120.95 | Cumbum |
| Verma | OD3468 | 2490.0 | 1,120.50 | Theni |
| Yadav | OD3437 | 2469.0 | 1,111.05 | Theni |
| Aditi | OD8135 | 2452.0 | 1,103.40 | Coimbatore |
| Komal | OD9783 | 2450.0 | 1,102.50 | Karur |
| Vinne | OD1116 | 2439.0 | 1,097.55 | Madurai |
| Williams | OD4944 | 2434.0 | 1,095.30 | Ramanadhapuram |
| Akash | OD1305 | 2432.0 | 1,094.40 | Salem |

Category & Subcategory Performance Overview

Category

All

Year

All

Home

Executive Summary

Regional Performance

Customer Insights

Category Insights

Total Categories

7

Total Subcategories

23

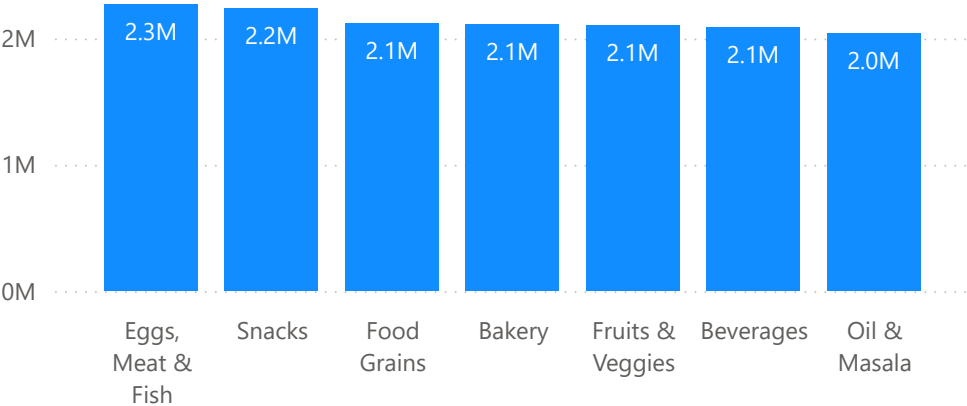
Avg Discount

22.68%

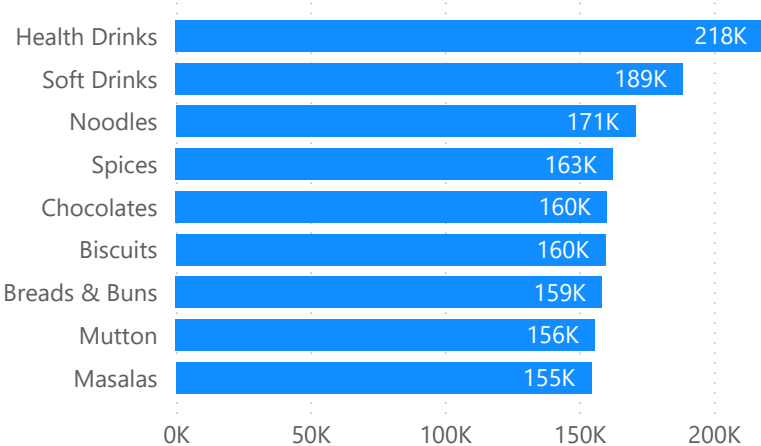
Avg Profit Margin

36.89

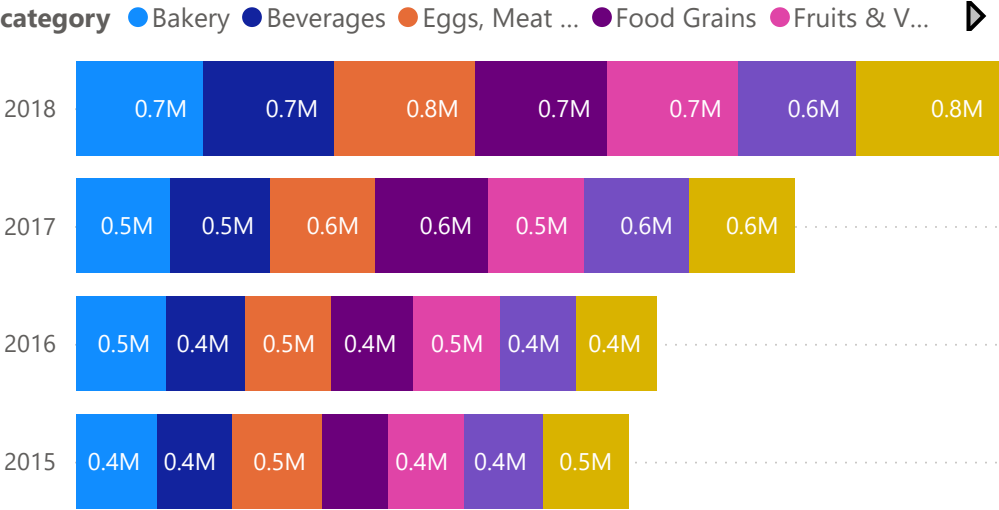
Sales by Product Category



Profit by Sub-Category



Yearly Sales by Category



Category-level breakdown

| Category | Sub_category | Sales | Profit |
|-------------------|---------------|------------|--------------|
| Bakery | Biscuits | 684083.0 | 1,69,357.62 |
| Bakery | Breads & Buns | 742586.0 | 1,90,764.98 |
| Bakery | Cakes | 685612.0 | 1,68,398.46 |
| Beverages | Health Drinks | 1051439.0 | 2,67,469.79 |
| Beverages | Soft Drinks | 1033874.0 | 2,58,135.97 |
| Eggs, Meat & Fish | Chicken | 520497.0 | 1,24,049.89 |
| Eggs, Meat & Fish | Eggs | 575156.0 | 1,44,669.92 |
| Total | | 14956982.0 | 37,47,121.20 |