

# Grocery Sales Dashboard



# Executive Summary

## Grocery Business at a Glance

Region

All

Year

All

Home

Executive Summary

Regional Performance

Customer Insights

Category & Product Insights

Total Sales

15.0M

Total Profit

3.75M

Customers

50

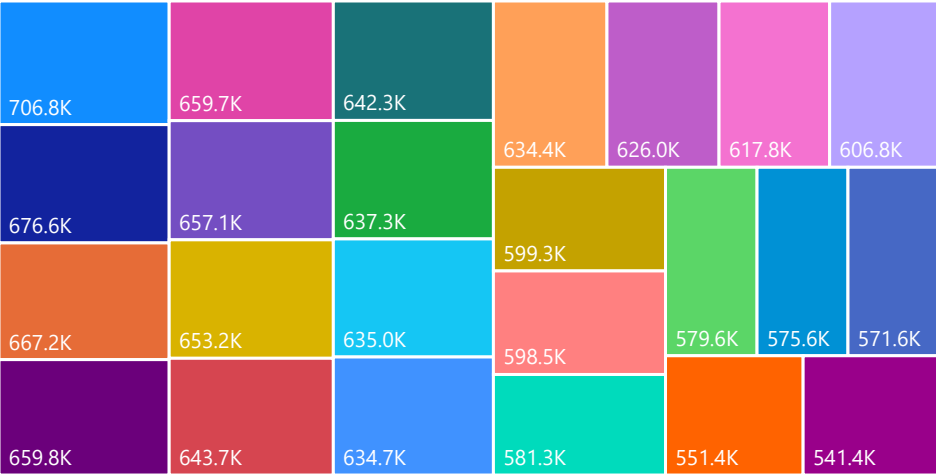
Total Orders

9.99K

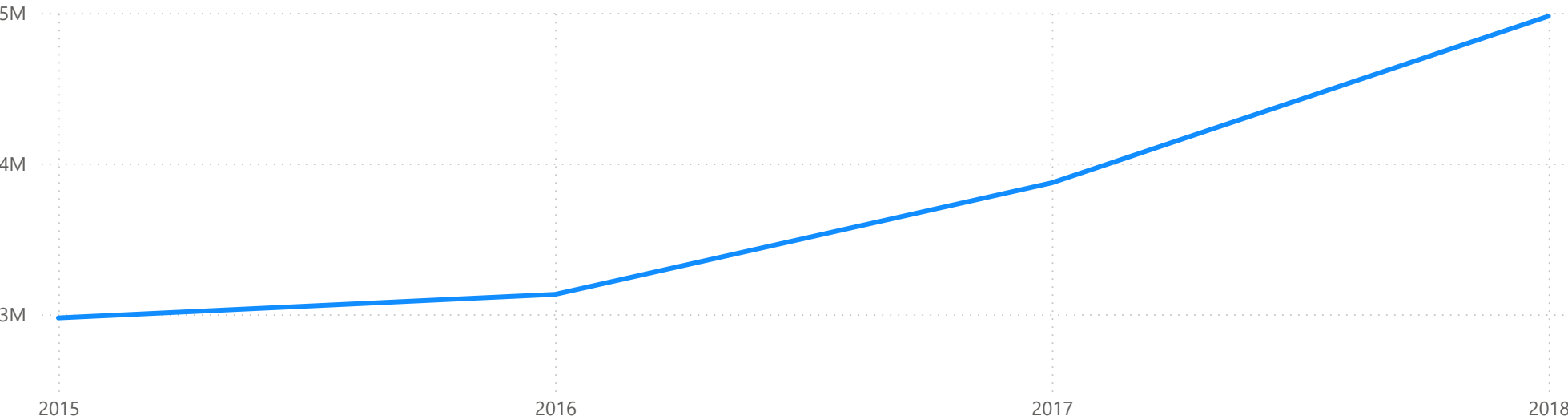
### Sales by Product Category



### Sales by City



### Yearly & Monthly Sales Trend



# Regional Sales and Profit Analysis

Region

All

Year

All

Home

Executive Summary

Regional Performance

Customer Insights

Category & Product Insights

Top\_Region\_Name

West

Avg\_Profit\_Per\_Region

749.42K

Total\_Regions

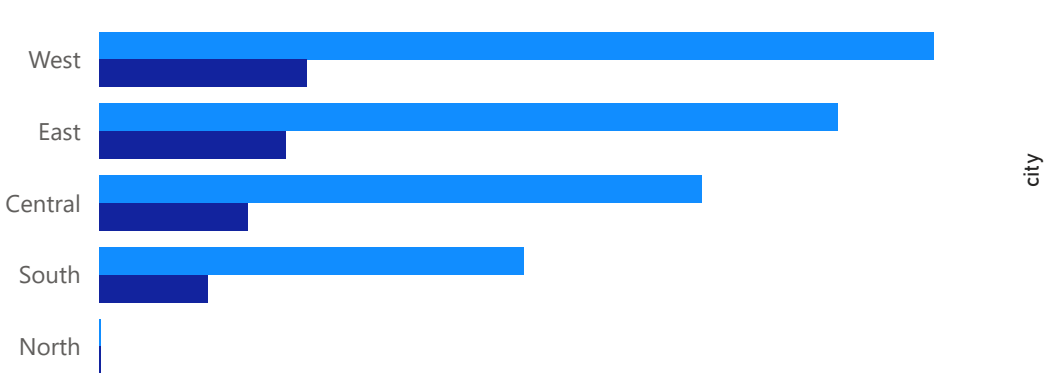
5

Avg\_Region\_Discount

20.56%

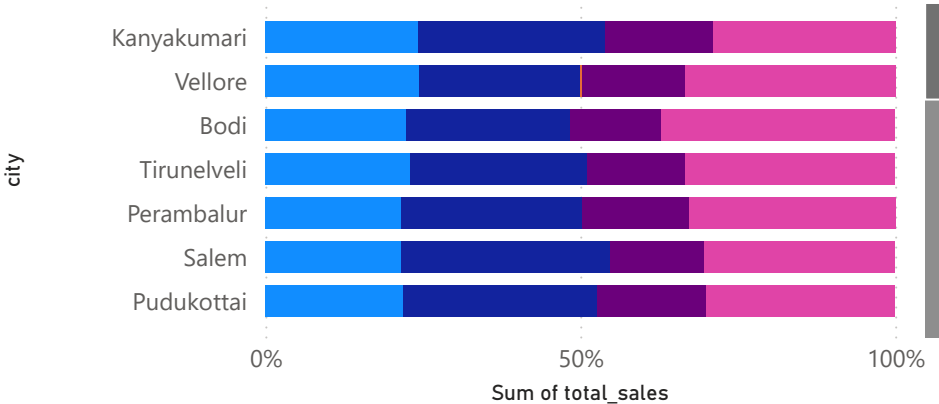
## Sales vs Profit by Region

Sum of total\_sales Sum of profit



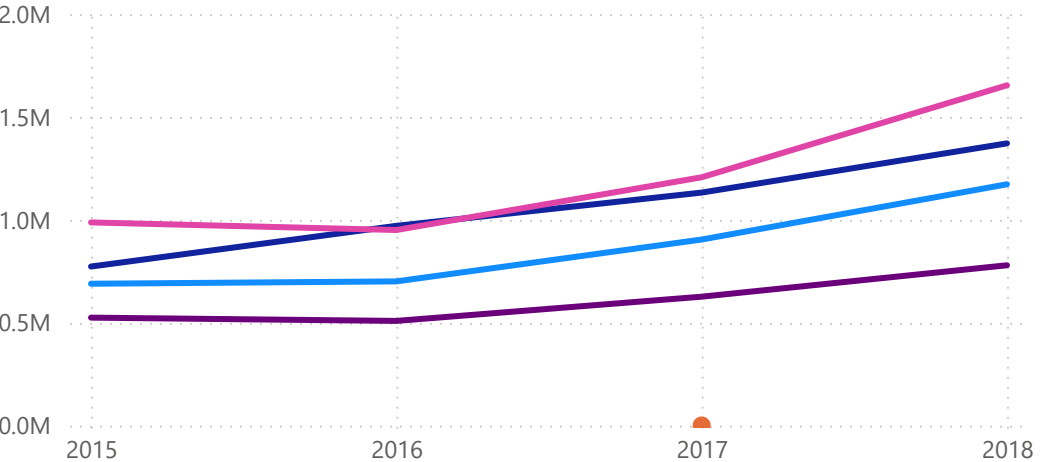
## City-wise Sales Across Regions

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

Executive Summary

Regional Performance

Customer Insights

Category & Product Insights

Repeat\_Customers

50

Top\_Customer\_Name

Krithika

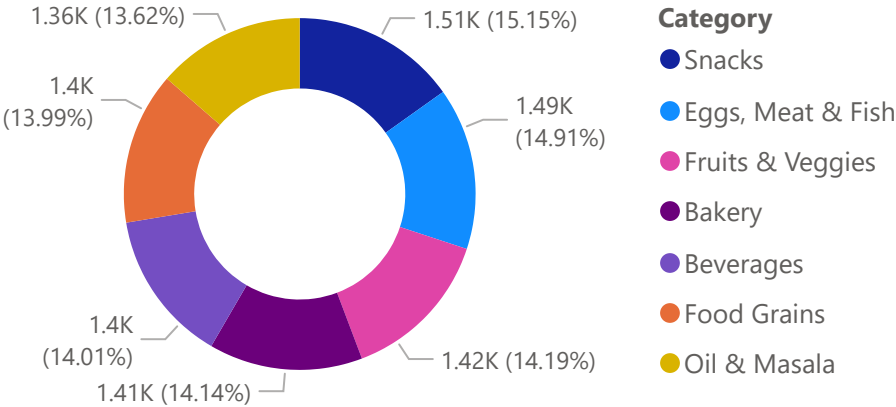
Top\_Customer\_Spend

334K

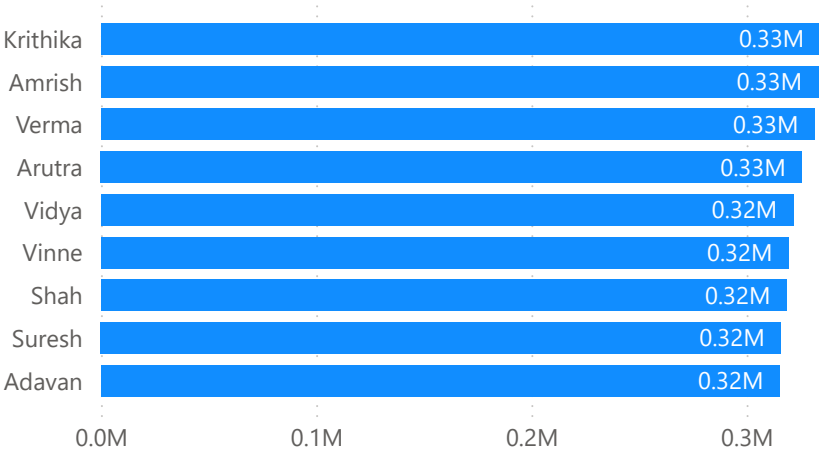
Avg\_Order\_Value

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

# Customer Segments & Performance

Category

All

Year

All

Home

Executive Summary

Regional Performance

Customer Insights

Category & Product Insights

Total Categories

7

Total Subcategories

23

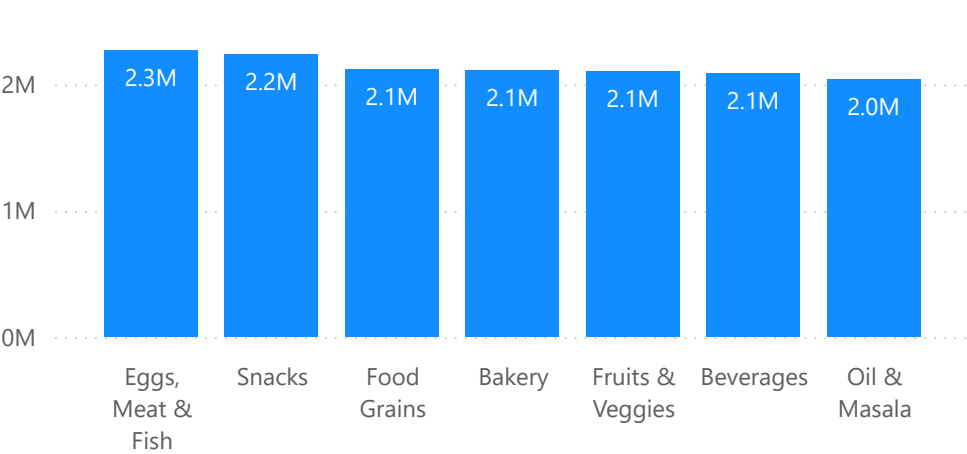
Avg Discount

22.68%

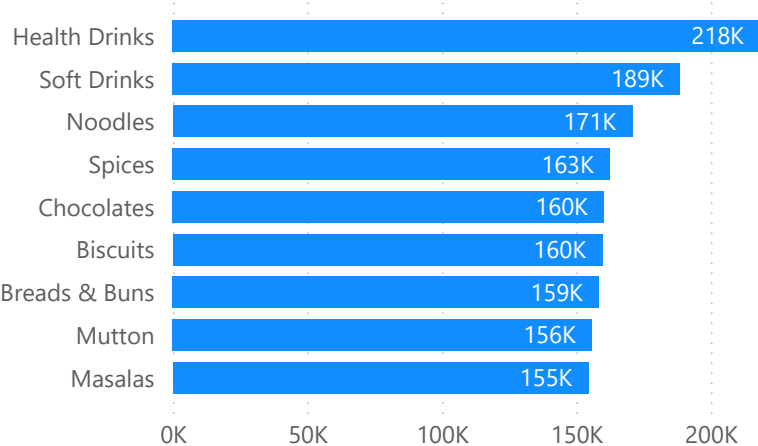
Avg Profit Margin

36.89

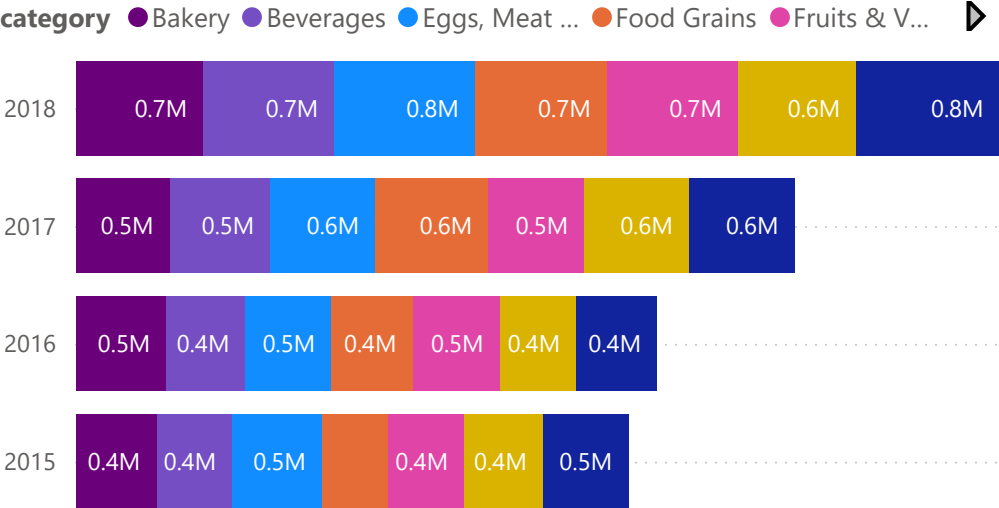
Sales by Product Category



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