**Sales Analysis Report**

**Hello,**

**This report shows a clear picture of our overall sales performance using a Power BI dashboard. I’ve used the available data to break down key insights from different angles like segment, region, time, and product categories.**

**Key Numbers at a Glance :-**

Total Sales: ₹2.30 Million

Total Profit: ₹286.4K

Total Quantity Sold: 38,000 units

Total Discount Given: ₹1.56K

These numbers give us a quick overview — sales are doing well, and profit is decent. Discounts are under control, which is a good sign for profit margins.

**Sales Over Time :-**

The chart shows sales from 2018 to 2021.

There are some big spikes, especially around late 2018 and throughout 2020.

➡ This could be due to festive sales, special offers, or marketing campaigns. It’s worth checking what worked during those times.

**Sales by Segment**

Here’s how the sales are split between customer types:

Consumer: 50.56%

Corporate: 30.74%

Home Office: 18.7%

✅ Consumers are our biggest buyers, making up over half the sales. We should continue focusing on them with targeted promotions and offers.

**Sales by Region:-**

East: 31.58%

South: 29.55%

Central: 21.82%

West: 17.05%

➡ East and South are our strongest regions.

But we have room to grow in the West — maybe with better marketing or local promotions.

**Top-Selling Product Categories**

1. Phones – ₹206.97K

2. Chairs – ₹189.24K

3. Storage – ₹149.53K

4. Followed by: Tables, Binders, Machines, and Accessories.

These are our best-performing items. We should continue to promote them and maybe bundle them with slower-moving products.

**✅ Summary of Insights**

Sales and profit are strong — the business is doing well.

Consumer segment and East/South regions are leading the way.

Phones and Chairs are our top products.

There’s potential to improve in the West region and in low-performing items like Fasteners and Envelopes.

**What We Can Do Next:**

Look deeper into the sales spikes and repeat successful campaigns.

Try boosting sales in weaker regions like West.

Focus on high-performing categories in our ads

Improve low-selling products or replace them with better options.