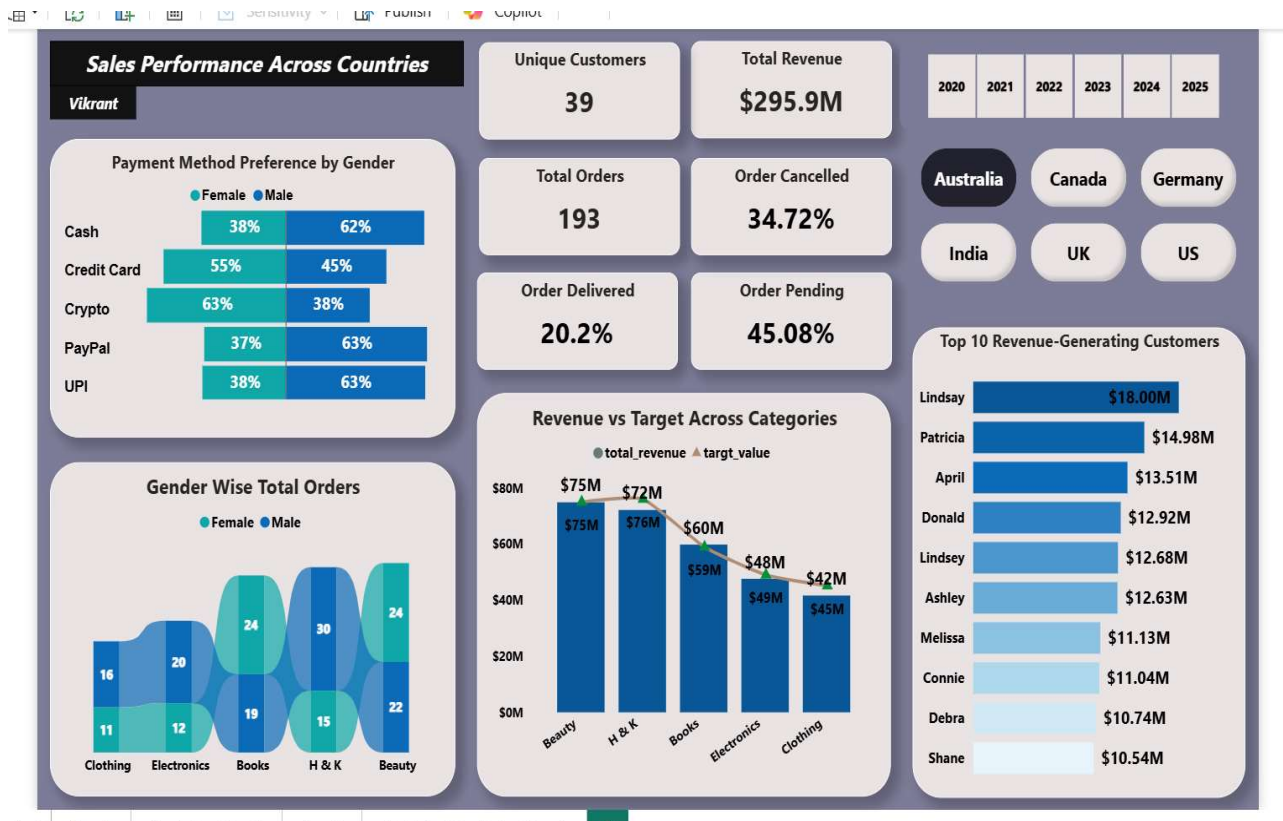


Sales Performance Across Countries



Problem Statement

This dashboard provides an overview of sales performance across various countries with a focus on customer behavior, gender-based preferences, revenue achievement, and product delivery trends. It is designed to help stakeholders quickly understand the current state of business performance through key performance indicators and interactive visuals.

Visual-wise Questions & Insights

1. Order KPIs (Top Cards)

Question:

What percentage of orders were delivered, cancelled, or still pending?

Insight:

These KPI cards give a quick summary of overall order performance. They highlight the delivery success rate, cancellation ratio, and pending orders — essential for evaluating operational efficiency.

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2. Gender-wise Total Orders (Area Chart)

Question:

How do order volumes differ between male and female customers across product categories?

Insight:

This visual compares total orders placed by gender across categories such as H&K, Clothing, Beauty, Books, and Electronics. It helps analyze which gender prefers what category, useful for targeted marketing.

3. Payment Method Preference by Gender (Stacked Bar Chart)

Question:

Which payment methods are most preferred by different genders?

Insight:

This chart showcases the payment preferences (Cash, Credit Card, Crypto, PayPal, UPI) among male and female customers. It supports decisions for offering gender-specific payment options or promotions.

4. Revenue vs Target Across Categories (Column + Line Chart)

Question:

Are revenue targets being met across product categories?

Insight:

This combo chart compares actual revenue to target revenue for each category. It identifies which categories are performing well and which need attention, helping with strategic planning and goal alignment.

5. Top Delivered Products (Treemap)

Question:

Which products are being delivered the most?

Insight:

This treemap highlights top products based on delivery count. It is useful for understanding product demand and inventory planning.

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6. Top 10 Revenue-Generating Customers (Bar Chart)

Question:

Who are the top customers contributing to revenue?

Insight:

This bar chart ranks the most valuable customers based on revenue contribution. It helps identify key clients for loyalty programs or personalized engagement.

Final Conclusion

The dashboard gives a well-rounded view of the business by integrating order performance, customer preferences, product trends, and revenue insights. It helps business stakeholders make informed decisions regarding marketing strategies, product focus, customer retention, and sales planning.