Sales Performance Across Countries

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Vikrant

Order Delivered	Order Cancelled	Order Pending
72.0%	11.2%	16.8%

Total Orders	Unique Customers	Total Revenue
107	37	$15.9M

Gender Wise Total Orders
● Female ● Male

Payment Method Preference by Gender
● Female ● Male

	Female	Male
Cash	36%	64%
Credit Card	33%	67%
Crypto	40%	60%
PayPal	30%	70%
UPI	43%	57%

Top Delivered Products

Revenue vs Target Across Categories
● target value ▲ total_revenue

2024	2025

Australia | Canada | Germany
India | UK | US

Top 10 Revenue-Generating Customers

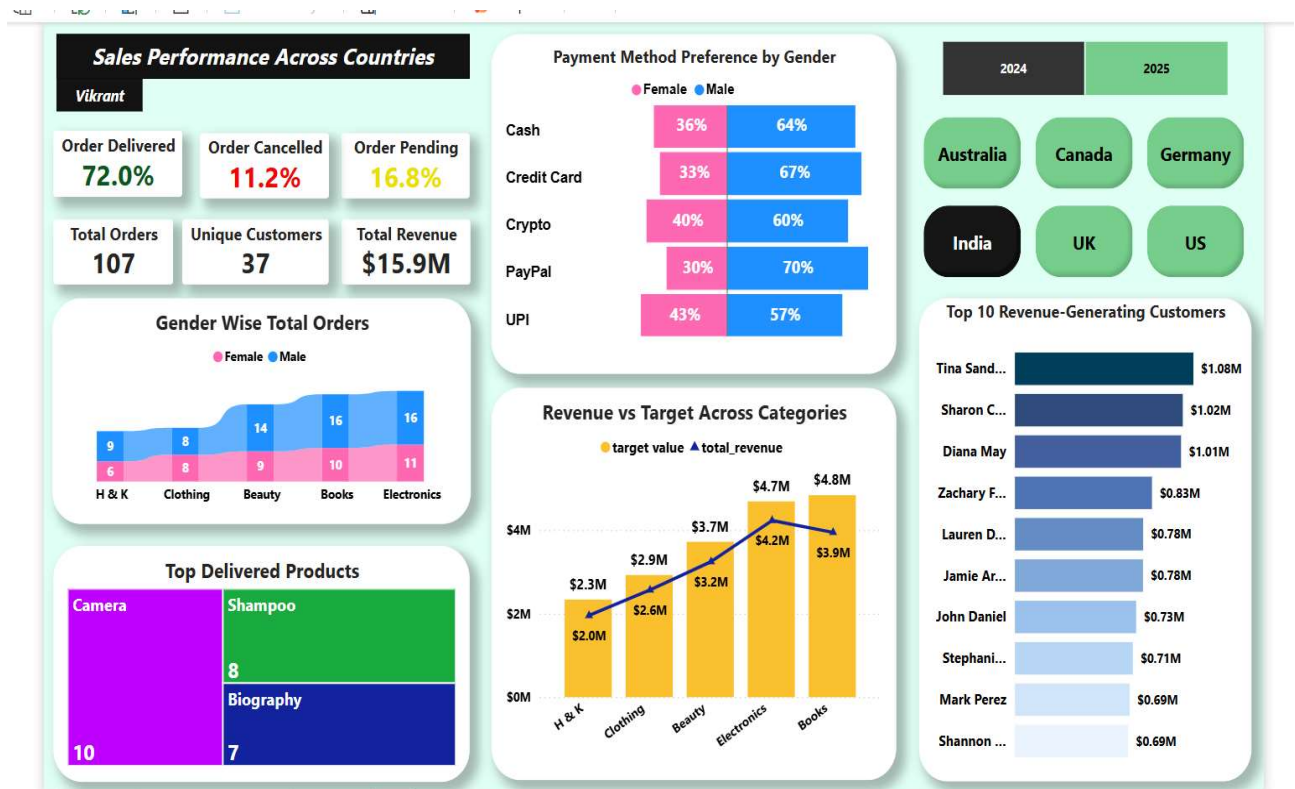| Tina Sand...	$1.08M
Sharon C...	$1.02M
Diana May	$1.01M
Zachary F...	$0.83M
Lauren D...	$0.78M
Jamie Ar...	$0.78M
John Daniel	$0.73M
Stephani...	$0.71M
Mark Perez	$0.69M
Shannon ...	$0.69M

📑 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.

📌 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.

📌 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

Sales Performance Across Countries

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.