🎯 Key Business Insights

👥 Customer Insights

- Women contribute the highest revenue (**14M**) compared to men (**8M**)
- Adult customers generate the majority of sales
- Seniors contribute the least

👉 Main target audience = **Adult female customers**

👕 Product Insights

- **Set category** is the top-selling product
- Kurta and Western Dress also perform well
- Blouse, Bottom, and Ethnic Dress show very low sales

👉 Focus on best sellers and improve marketing for slow-moving products

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📅 Sales Trend Insights

- Highest sales recorded around **March**
- Gradual decline towards the end of the year
- Lowest sales during **Nov–Dec**

👉 Seasonal campaigns and festive offers can help boost year-end sales

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💰 Business Metrics

- Total Revenue: **21M**
- Total Orders: **31K**
- Total Quantity Sold: **31K**
- Average purchase: **~1 item per order**

👉 Opportunity to increase revenue using bundles and combo offers

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🛠️ Tools & Skills Used

- Power BI
- Data Cleaning
- Data Modeling
- DAX Measures
- Dashboard Design
- Business Insights & Storytelling

📈 What I Learned

- How to design interactive dashboards
- How to extract business insights from raw data
- Understanding customer segmentation
- Converting numbers into real business decisions

🚀 Conclusion

This dashboard clearly shows that focusing on **women customers, adult age groups, and best-selling categories** can significantly improve sales.
Using data-driven strategies like bundles, promotions, and seasonal offers can further increase revenue.