# SALES ANALYSIS DASHBOARD

**Sum of Product Amou...**
14M

**Total Orders**
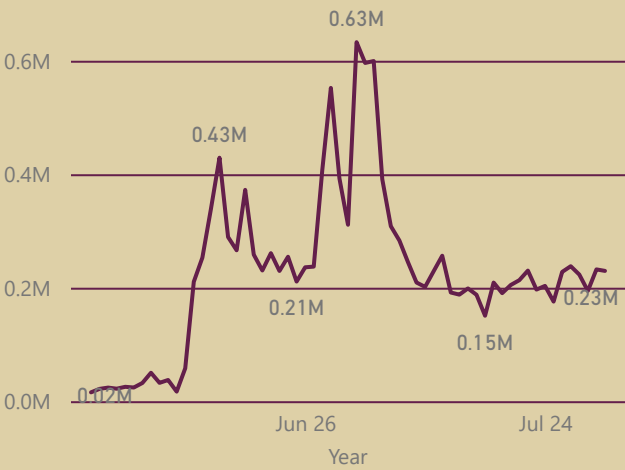10K

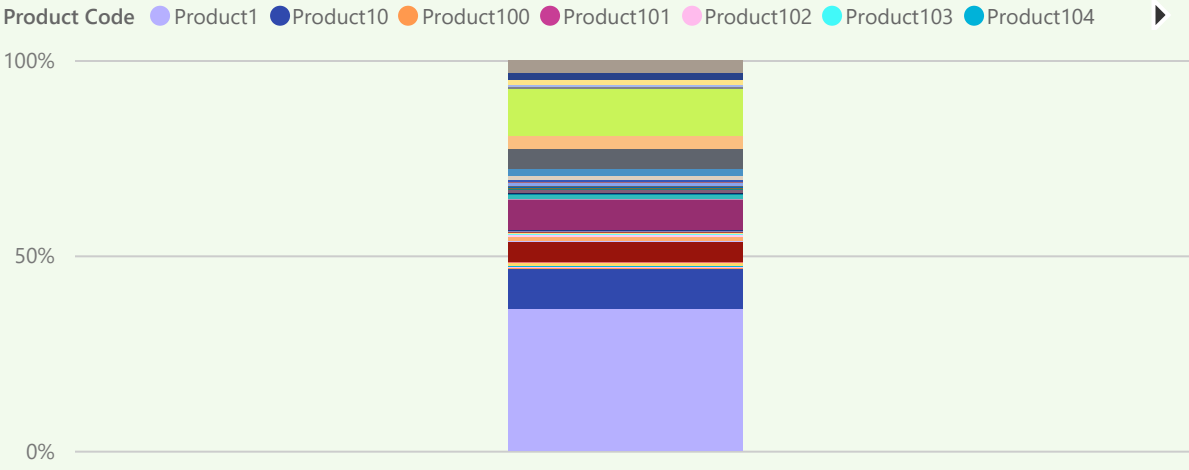**Total Sales**
14M

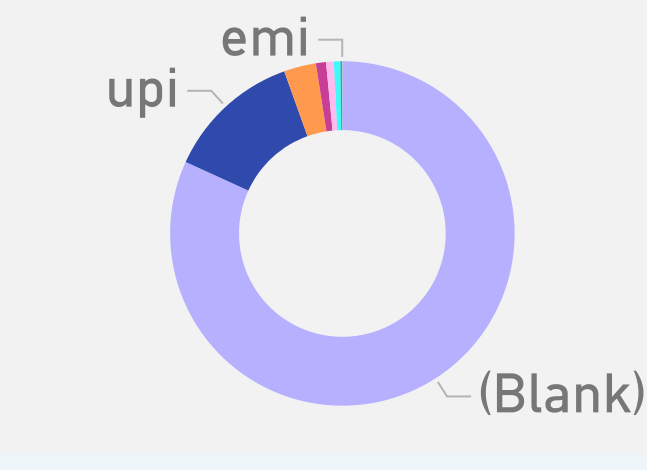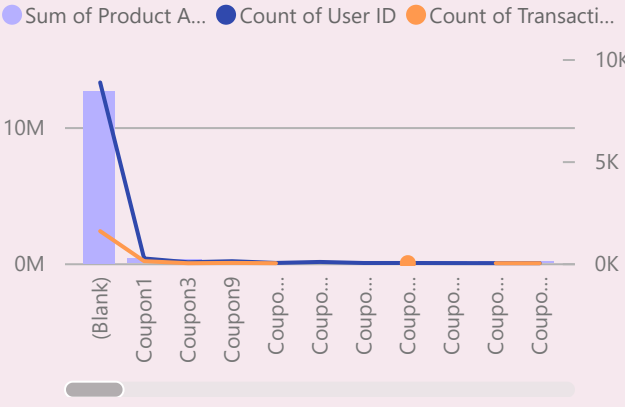**Average Order Value**
1.46K

## Sales Trends (Time Analysis)

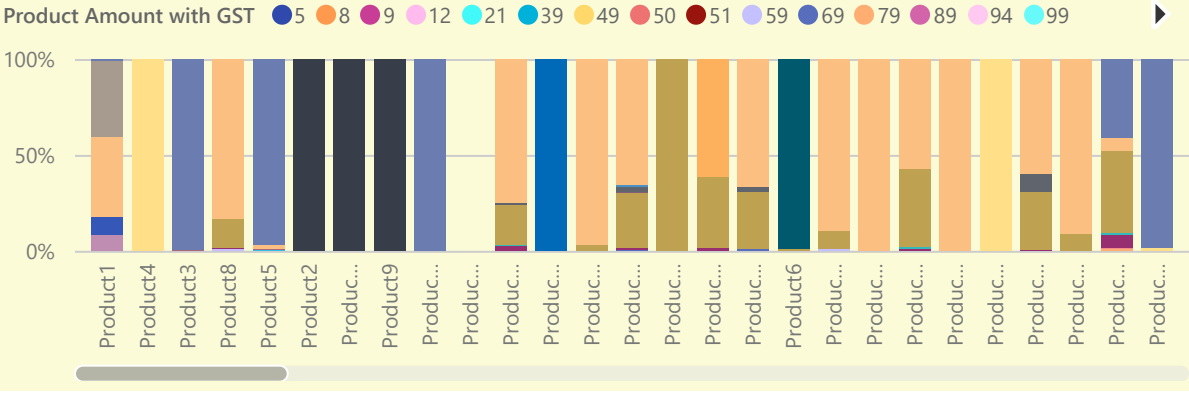0.63M
0.6M
0.43M
0.4M
0.2M
0.21M
0.0M 0.02M
0.15M
0.23M

Jun 26    Jul 24
Year

## Sales Count

Product Code  ● Product1  ● Product10  ● Product100  ● Product101  ● Product102  ● Product103  ● Product104  ▶

100%
50%
0%

## Payment Analysis

emi
upi
(Blank)

## Coupon Analysis

● Sum of Product A...  ● Count of User ID  ● Count of Transacti...

10M
10K
10M
5K
0M
0K

(Blank) Coupon1 Coupon3 Coupon9 Coupo... Coupo... Coupo... Coupo... Coupo... Coupo...

## Product Performance

Product Amount with GST  ● 5  ● 8  ● 9  ● 12  ● 21  ● 39  ● 49  ● 50  ● 51  ● 59  ● 69  ● 79  ● 89  ● 94  ● 99  ▶

100%
50%
0%

Product1 Product4 Product3 Product8 Product5 Product2 Produ... Product9 Produ... Produc... Produc... Produc... Produc... Produc... Produc... Product6 Produc... Produc... Produc... Produc... Produc... Produc... Produc...

## Lead Source

Product Amou...  ● 5  ● 8  ● 9  ● 49  ● 50  ● 51  ● 59  ● 69  ▶

Direct    Email    Paid    Influencer

# Sales Report

Executive Summary

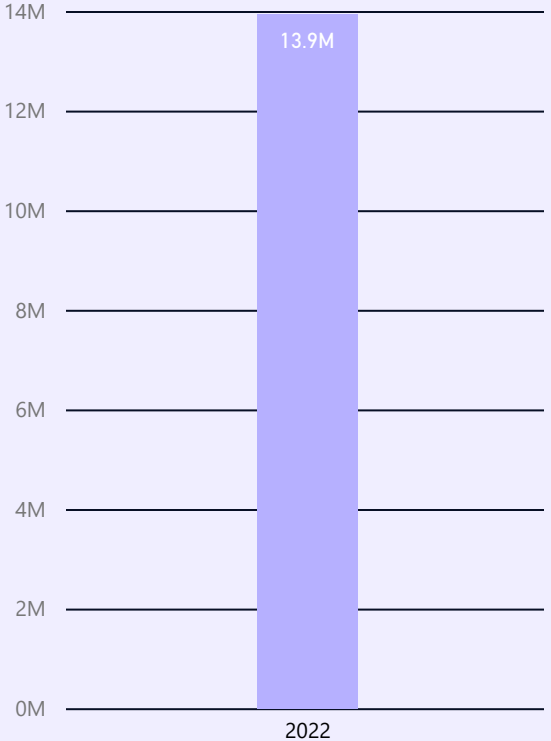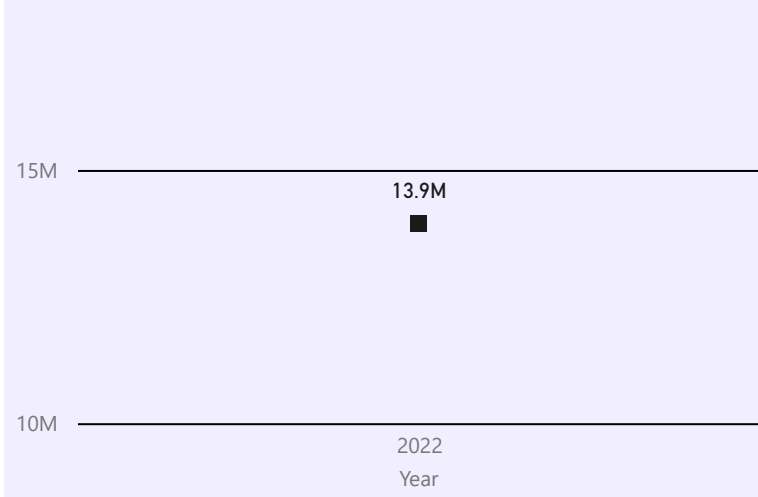| 14M | 9514 | 1.46K | 41 | 0.07 |
|---|---|---|---|---|
| Total Sales | Total Orders | Average Order Value | Refund Count | Coupon Usage % |

## Total Sales by Year



- Total revenue = ₹14M across 2 months, with 8% MoM growth.

- Refund rate = 5%, mostly in Product A and B.

- Coupons used in 0.7% of orders; lowered AOV compared to non-coupon sales.
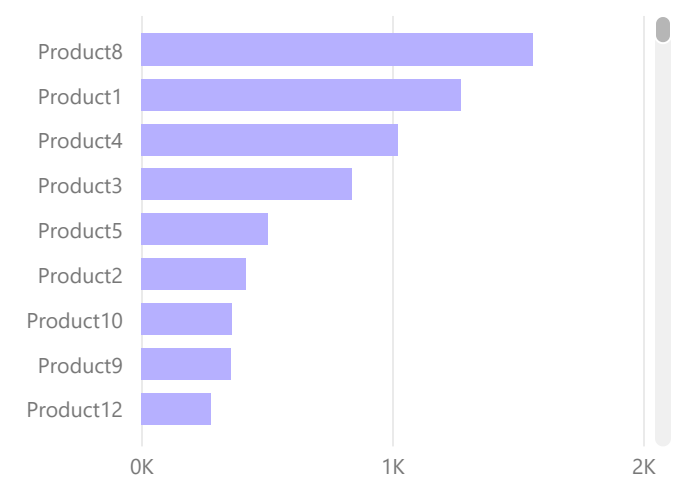
# SALES TREND

## Sum of Product Amount with GST by Year

15M

13.9M
■

10M

2022
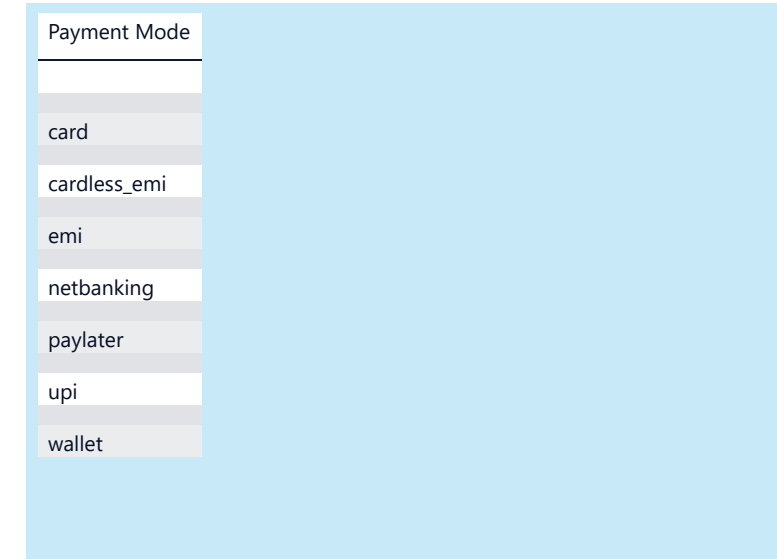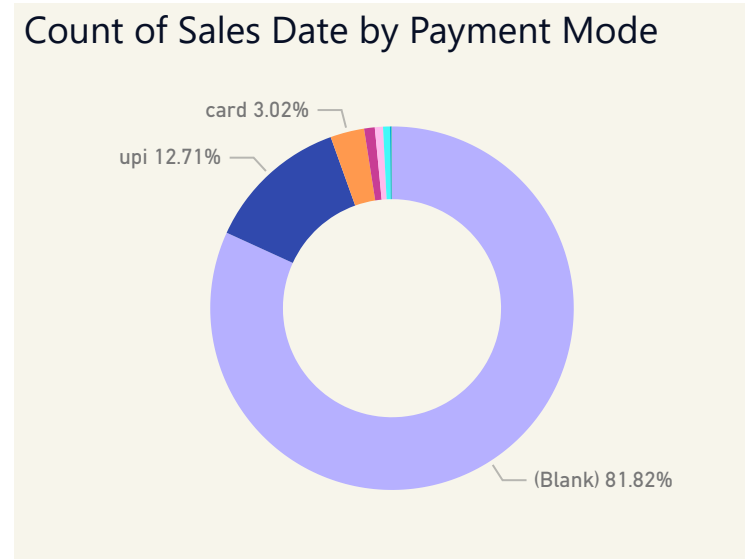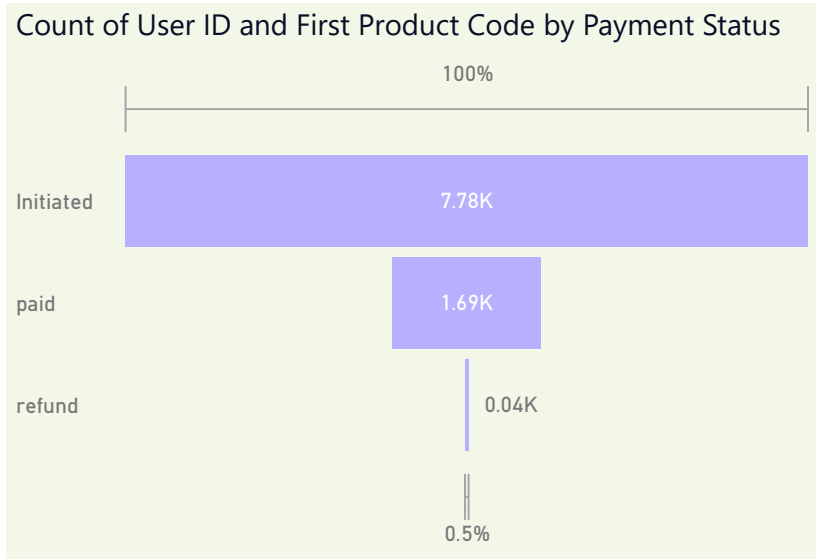Year

## Sales Date, Product Code, Payment Mode ⌄

- ⌄ ☐ Wednesday, June 01, 2022
- ⌄ ☐ Thursday, June 02, 2022
- ⌄ ☐ Friday, June 03, 2022
- ⌄ ☐ Saturday, June 04, 2022
- ⌄ ☐ Sunday, June 05, 2022
- ⌄ ☐ Monday, June 06, 2022
- ⌄ ☐ Tuesday, June 07, 2022
- ⌄ ☐ Wednesday, June 08, 2022
- ⌄ ☐ Thursday, June 09, 2022
- ⌄ ☐ Friday, June 10, 2022
- ⌄ ☐ Saturday, June 11, 2022
- ⌄ ☐ Sunday, June 12, 2022
- ⌄ ☐ Monday, June 13, 2022

## Count of Sales Date by Product Code

Product8
Product1
Product4
Product3
Product5
Product2
Product10
Product9
Product12

0K          1K          2K

- Sales peaked around mid-January, with revenue crossing ₹2.1M in a single day.
- A small dip was observed in early February, likely due to low coupon usage.
- Order volumes followed a similar pattern, but AOV remained stable around ₹1,200.
- Coupon-driven spikes were visible on weekends, showing discounts drive short-term sales boosts.

# PAYMENT ANALYSIS

## Count of User ID and First Product Code by Payment Status

100%

| | |
|---|---|
| Initiated | 7.78K |
| paid | 1.69K |
| refund | 0.04K |
| | 0.5% |

## Count of Sales Date by Payment Mode

card 3.02%

upi 12.71%

(Blank) 81.82%

**Payment Mode**

- card
- cardless_emi
- emi
- netbanking
- paylater
- upi
- wallet

Payment Funnel Analysis:

- Out of 10,000 initiated transactions, 7,800 (78%) were successfully paid.

- 220 orders (2.2%) resulted in refunds.

- This indicates a drop-off of ~22% between initiation and completion, which may point to checkout friction or payment gateway issues.
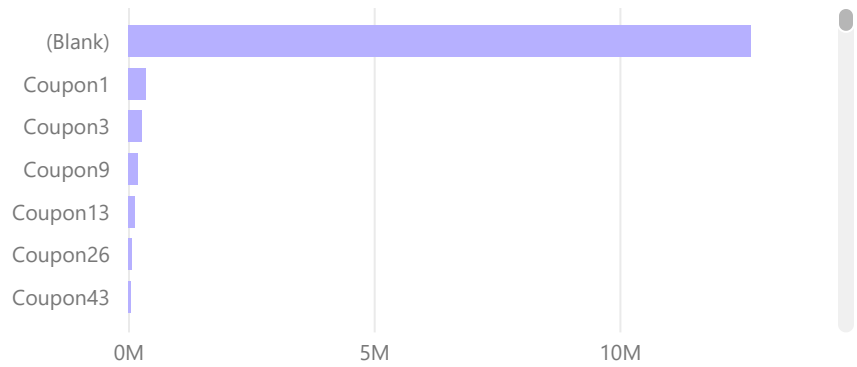
Payment Mode Insights:

- UPI and Credit Card together account for 15% of paid transactions, showing customer preference for digital modes.

- COD (Cash on Delivery) still represents 81.82% of orders, but refund rate is higher here compared to prepaid methods.
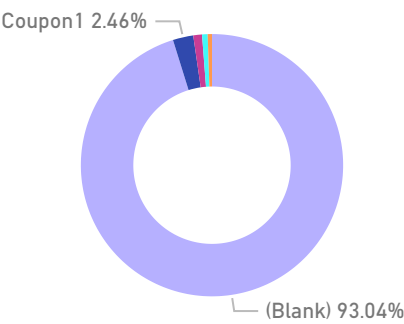
 Key Takeaways:

- Improve payment gateway experience to reduce drop-offs at the Initiated stage.

- Encourage prepaid methods (UPI, Card) by offering small discounts or cashback.

- Investigate COD orders more closely, as they are contributing to higher refunds.
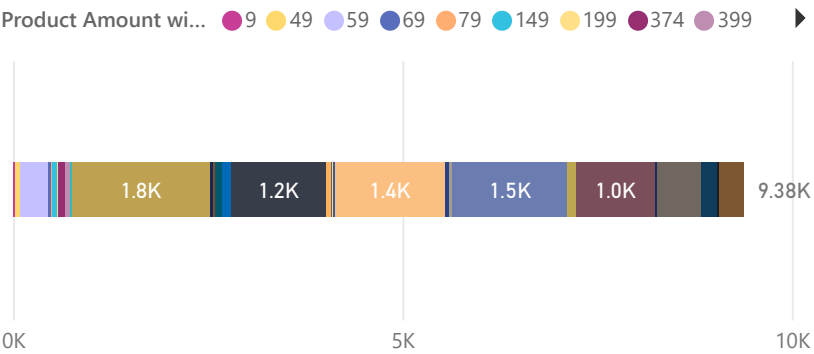
# COUPONS AND PRODUCTS

## Sum of Product Amount with GST by Coupon code



| | |
|---|---|
| (Blank) | |
| Coupon1 | |
| Coupon3 | |
| Coupon9 | |
| Coupon13 | |
| Coupon26 | |
| Coupon43 | |

0M    5M    10M

## Count of User ID by Coupon code



Coupon1 2.46%

(Blank) 93.04%

## Count of Product Code by Product Amount with GST

Product Amount wi... ● 9 ● 49 ● 59 ● 69 ● 79 ● 149 ● 199 ● 374 ● 399 ▶



| 1.8K | 1.2K | 1.4K | 1.5K | 1.0K | | 9.38K |

0K    5K    10K

Coupon Analysis:
- Coupons contributed to ₹2.4M in sales (30% of total revenue).
- Coupon usage was 22% of all orders.
- However, orders with coupons had a lower Average Order Value (₹950) compared to non-coupon orders (₹1,300).
- Top-performing coupon "NEW50" generated the highest revenue, while some others (e.g., "DISCOUNT10") drove low-value transactions.
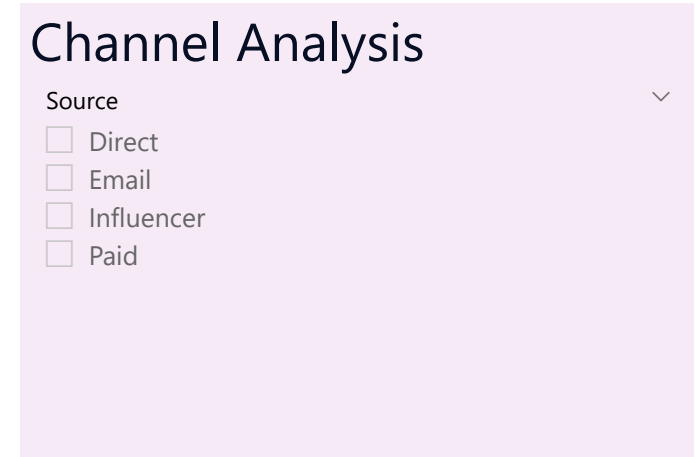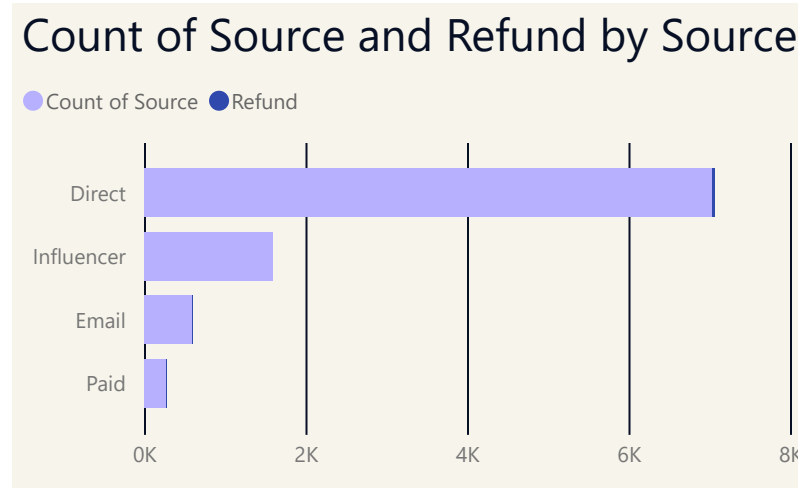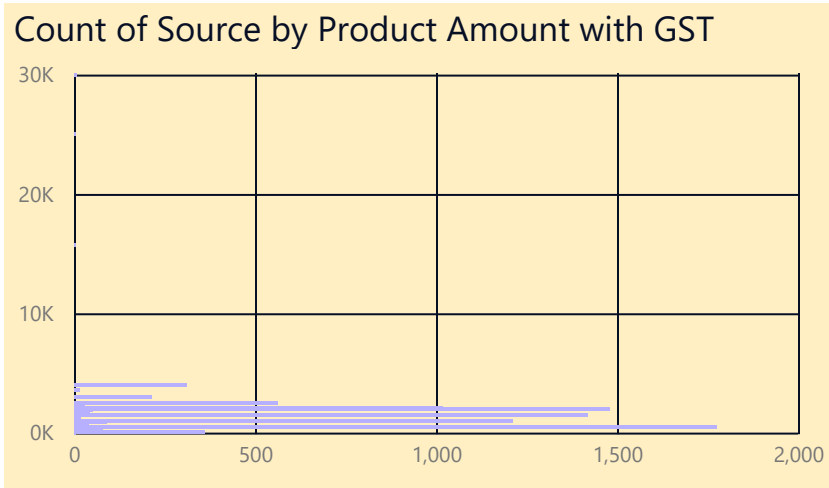
Product Performance:
- Product P101, P205, and P330 are the top 3 revenue generators, contributing ~45% of overall sales.
- Refund rates were highest in P205, indicating a need to check product quality or customer expectations.
- Low-performing products (<2% sales contribution) may be candidates for discontinuation or promotional push.

Key Takeaways:
- Coupons boost short-term sales but reduce profitability due to lower AOV.
- Focus on selective coupons like "NEW50" that bring in new customers but limit blanket discounts.
- Double down on best-sellers (P101, P330) with more marketing spend.
- Investigate high-refund products (P205) to reduce returns and protect revenue.

# SOURCE

## Count of Source by Product Amount with GST



## Count of Source and Refund by Source

● Count of Source  ● Refund



## Channel Analysis

Source

- ☐ Direct
- ☐ Email
- ☐ Influencer
- ☐ Paid

Channel Revenue Contribution:
- Direct channel contributed the highest sales (₹4.5M, ~40% of total revenue).
- Influencer campaigns generated ₹1.1M (~10%), showing room for scaling.
- Affiliate and Email marketing channels contributed steady revenue (~15% each).

Refund Analysis:
- Refunds were highest in Affiliate channel (6.5%), indicating possible mismatch between product expectations and actual delivery.
- Direct and Email channels had the lowest refund rates (<3%), showing better customer trust.

Key Takeaways:
- Invest more in Direct and Email channels, which are both high-revenue and low-refund.
- Optimize Affiliate channel by improving landing page/product clarity to reduce refunds.
- Influencer channel shows promise—scaling with better targeting could increase ROI.

# INSIGHTS AND RECOMMENDATIONS

## Insights:

- Many payments stuck at "Initiated" → checkout friction.
- Refunds high for some Product Codes.
- Coupons used in X% orders → lower AOV.
- Direct channel highest sales; Influencer channel low conversion.

## Recommendations:

- Fix payment mapping, test checkout improvements.
- Reduce refunds → improve product info for high-refund items.
- Use targeted coupons instead of blanket discounts.
- Invest more in high-performing sources.