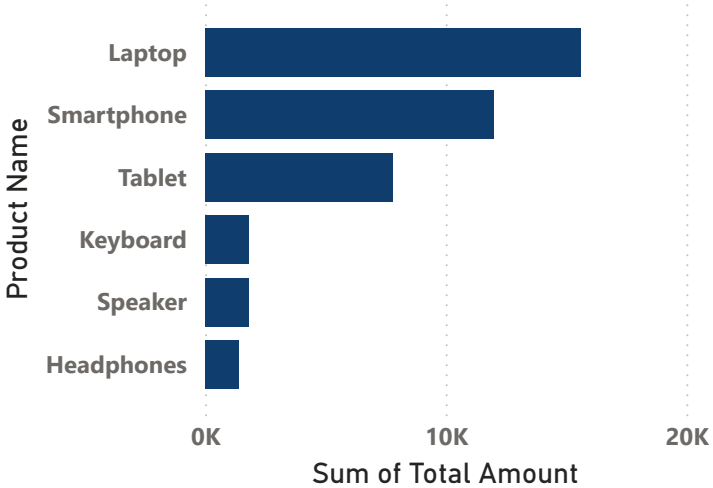
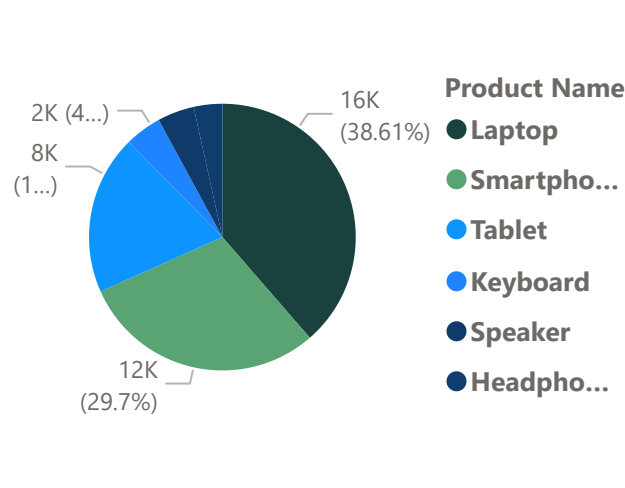


SALES DASHBOARD

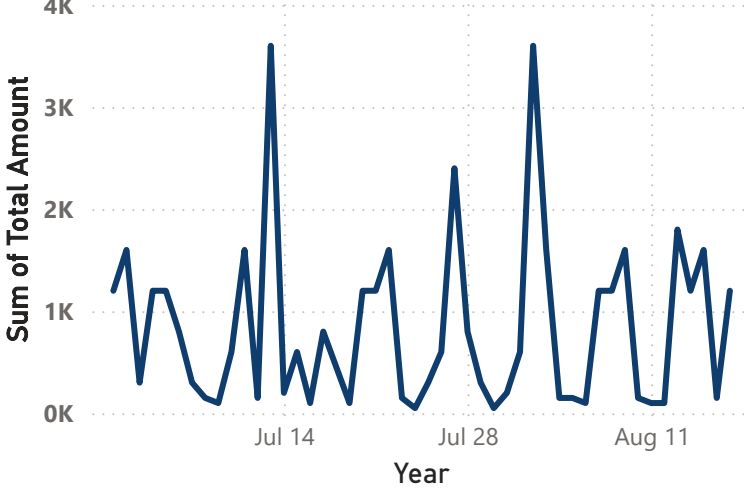
Sales by Product Category



Sales by Product Category(%AGE WISE)



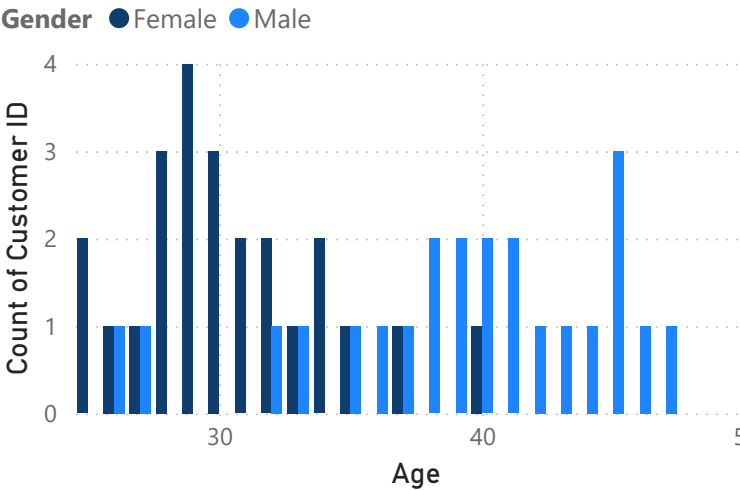
Sales Over Time (By Day)



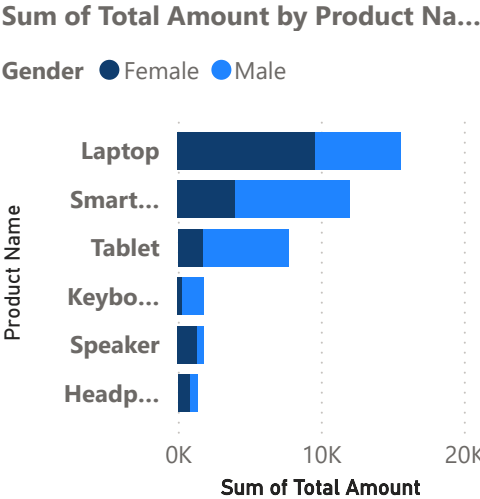
Product Name

- Headphones
- Keyboard
- Laptop
- Smartphone
- Speaker
- Tablet

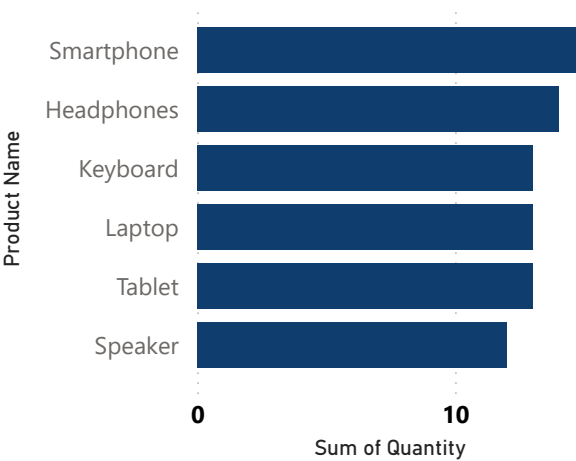
Customer Demographic by Age Group



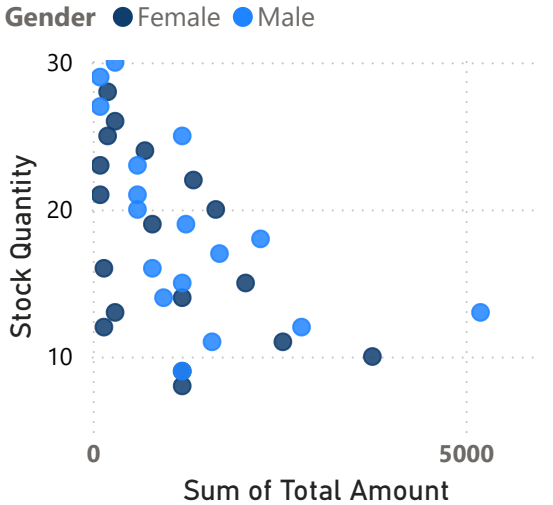
Product Sales by Gender



Total Quantity Sold By Product



Stock Quantity Vs Sales



Insights of Sales Dataset :

1. Sales Distribution by Product Category

- .Laptops have the highest total sales, with multiple transactions amounting to significant sales figures.
- .Smartphones and Tablets are also popular, contributing substantially to total sales.
- .Keyboards and Speakers have lower total sales, indicating they are less popular among customers.

2. Sales Trends Over Time

Consistent Sales: There is a consistent trend in sales over the month of July and into early August, with no significant spikes or drops. July 13th and August 2nd have notably higher sales due to transactions involving multiple quantities of Laptops.

3. Customer Demographics

Majority of customers fall in the 25-45 age range. Few customers are younger than 25 or older than 45.

A. Product Preferences

Laptops:

- .High unit price and frequent purchases indicate strong preference.
- .Most buyers are aged 25-45, showing demand among working professionals and possibly students.

Smartphones:

Second most popular with consistent purchases throughout the period.
High demand suggests essential nature.

Headphones and Keyboards:

- . Lower unit price but frequent purchases in small quantities.
- . Possibly viewed as supplementary purchases to primary devices like Laptops and Smartphones.

B. Purchase Patterns / Buying Behaviour

- . Higher average transaction amounts due to high unit price items like Laptops and Smartphones.
- . Lower average amounts for accessories like Headphones and Keyboards.

C. RECOMMENDATIONS

Inventory Management:

- . Ensure adequate stock for high-demand items like Laptops and Smartphones.
- . Monitor and restock before stock levels fall critically low.

Targeted Marketing:

- . Focus on age groups 25-45 for high-value items.
- . Create targeted promotions for supplementary products like Headphones and Keyboards to encourage additional purchases.

Customer Retention:

- . Implement loyalty programs for repeat buyers, especially those in the high-purchase frequency age groups.
- . Promotional Campaigns:
 - . Utilize data on high sales days to identify successful campaigns and replicate those strategies.

Offer time-limited discounts to create urgency and boost sales on slower days.