

SALES DASHBOARD REPORT

Business Problem

The Sales reveals that although the company has strong overall sales, its business performance is **imbalanced across product categories, regions, customers, and time periods**. Sales and profits are concentrated in a few areas, while several categories, states, and months show weak performance. This imbalance creates a risk of unstable profitability, inefficient resource utilization, and limited long-term growth. The dashboard is used to identify these issues and support better business decisions.

Key Insights from the Project

a) Sales by Category

- Phones and Chairs are the top-selling sub-categories, indicating strong customer demand.
- Storage, Tables, and Binders also contribute significantly to total sales.
- Categories such as Fasteners, Labels, and Envelopes show very low sales, suggesting limited demand or low market focus.

Insight: The business should prioritize high-performing categories like Phones and Chairs while reviewing the relevance of low-selling items.

b) Profit Gained Over Time (2014–2017)

- Technology shows the strongest and most consistent profit growth over the years.
- Office Supplies also show a steady upward trend in profits.
- Furniture has comparatively low and fluctuating profits, with minimal growth over time.

Insight: Technology is the most profitable category and should be a key focus for future investment and expansion.

c) Sales by State

- Sales are not evenly distributed across all states.

- A few states contribute significantly higher sales, while others show minimal contribution.

Insight: The company can increase revenue by strengthening operations and marketing in high-performing states and re-evaluating strategies in low-performing regions.

d) Customer Count by Year

- Customer count increases from 2014 to 2017.
- The highest number of customers is observed in 2017, indicating business growth and improved customer acquisition.

Insight: The business is expanding its customer base over time, which is a positive sign for long-term sustainability.

e) Top 5 Customers Making Profits

- A small group of customers contributes a large share of total profit.
- The top customer alone contributes more than one-quarter of the total profit among the top five.

Insight: Retaining these high-value customers is crucial, as they play a major role in profitability.

f) Monthly Sales Trend

- Sales are lowest at the beginning of the year.
- A noticeable increase is seen towards the end of the year, especially around October to December.
- November appears to be the strongest sales month.

Insight: There is clear seasonality in sales, with higher demand during the year-end period.

3. Conclusion

The Sales Dashboard effectively transforms raw sales data into meaningful business insights. It highlights that Technology is the most profitable category, while Furniture requires performance improvement. The dashboard also reveals strong seasonal trends, increasing customer count, and the importance of top customers and key states.