

Executive Summary:

Sales Analysis Dashboard

Objective: The Sales Analysis Dashboard provides a comprehensive overview of sales performance, revenue distribution, and customer insights. It enables data-driven decision-making by offering a detailed breakdown of key sales metrics across various parameters such as category, occasion, time, and location.

Key Metrics & Insights:

1. **Total Orders:** 1,000 orders recorded, reflecting a stable demand for products.
2. **Total Revenue:** ₹3,520,984.00 generated from sales.
3. **Average Customer Spending:** ₹3,520.98, indicating the average amount spent per customer.
4. **Order to Delivery Time:** 5.53 days, providing insights into logistical efficiency.

Revenue Breakdown:

1. **By Occasion:** Major occasions like **Anniversary, Holi, and Raksha Bandhan** contributed significantly to revenue, while smaller contributions were seen from Diwali and Valentine's Day.
2. **By Product Category:**
 - The highest revenue came from **Colors** (over ₹1.2 million).
 - Other contributing categories include **Soft Toys, Sweets, Mugs, and Cakes**.
3. **By Month:** Sales peaked in **February and August**, possibly due to seasonal events or marketing campaigns, while April and June saw the lowest sales.
4. **By Hour:** Revenue trends indicate a steady flow throughout the day, with peaks around morning and evening hours, suggesting key buying times for customers.

Top Performing Locations & Products:

1. **Top 10 Cities by Orders:** Cities like **Dhanbad, Imphal, and Kavali** led in order volume, while others such as **Bhatarpa, Bilaspur, and Dibrugarh** contributed moderately.
2. **Top 5 Products by Revenue:**
 - High-selling products include **Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, and Quia Gift**.

Filters & Interactive Features:

- **Delivery Date & Order Date Filters:** Enables analysis of sales trends over specific time periods.
- **Occasion Filters:** Allows users to focus on sales performance for different events like **Anniversary, Birthday, Diwali, Holi, and Raksha Bandhan**.

Business Implications:

1. **Optimizing Inventory & Supply Chain:**

- Stock up on high-demand products (e.g., **Colors, Soft Toys, and Sweets**) ahead of peak sales months.
- Reduce inventory for lower-performing products to optimize storage.

2. **Enhancing Marketing Strategies:**

- Targeted promotions around **February and August** to leverage seasonal spikes.
- Focus on top-selling product categories for better ROI on marketing spend.

3. **Improving Logistics & Delivery:**

- Reducing order-to-delivery time from **5.53 days** can enhance customer satisfaction.
- Exploring distribution centers in **high-order cities** to expedite shipping.

4. **Customer Engagement & Personalization:**

- Leverage insights from top-selling products and categories to provide personalized recommendations.
- Create exclusive deals for top occasions like **Anniversary and Raksha Bandhan**.

Conclusion: The dashboard serves as a vital tool for tracking business performance and optimizing sales strategies. By leveraging insights from sales trends, customer behavior, and product performance, businesses can enhance efficiency, drive revenue growth, and improve customer satisfaction.

AMAN PRAJAPATI