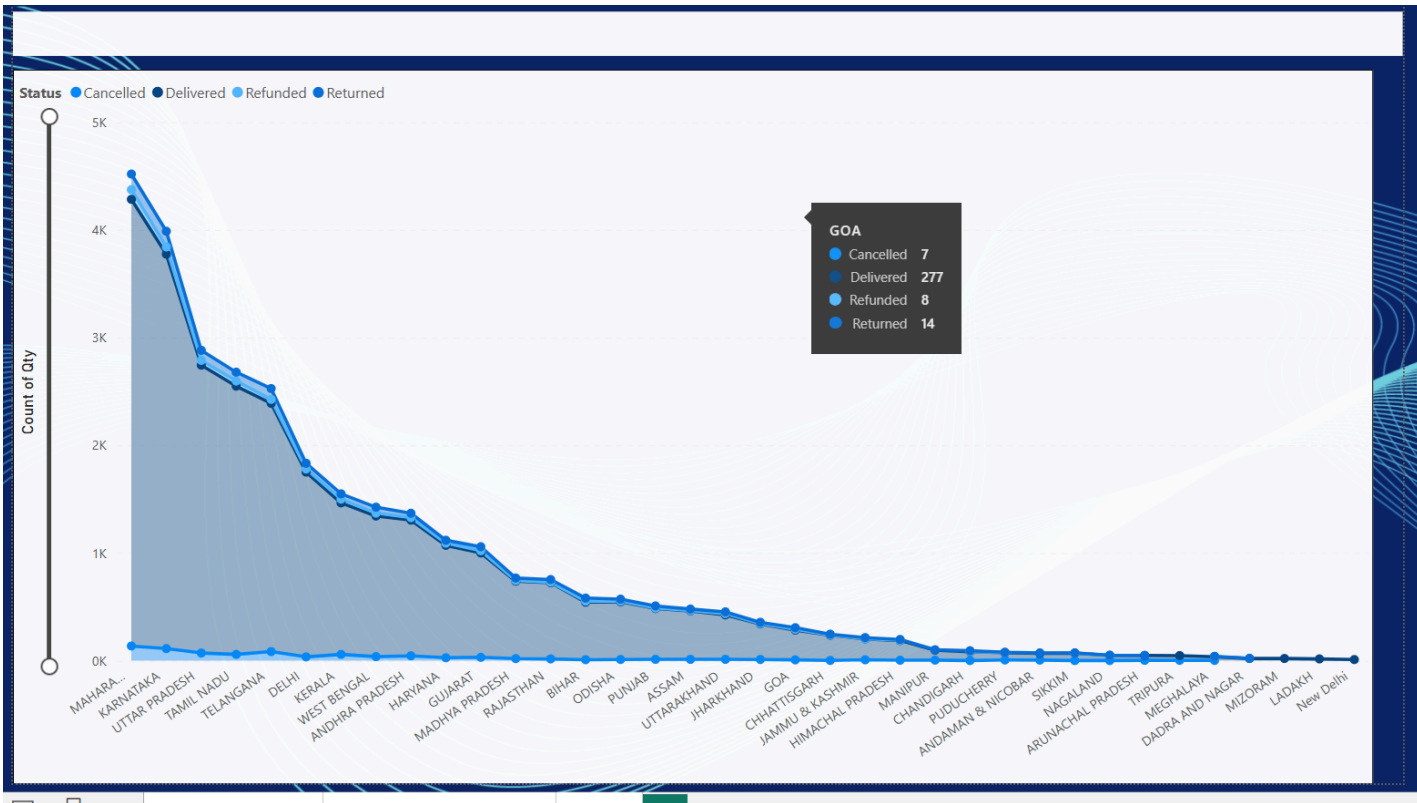
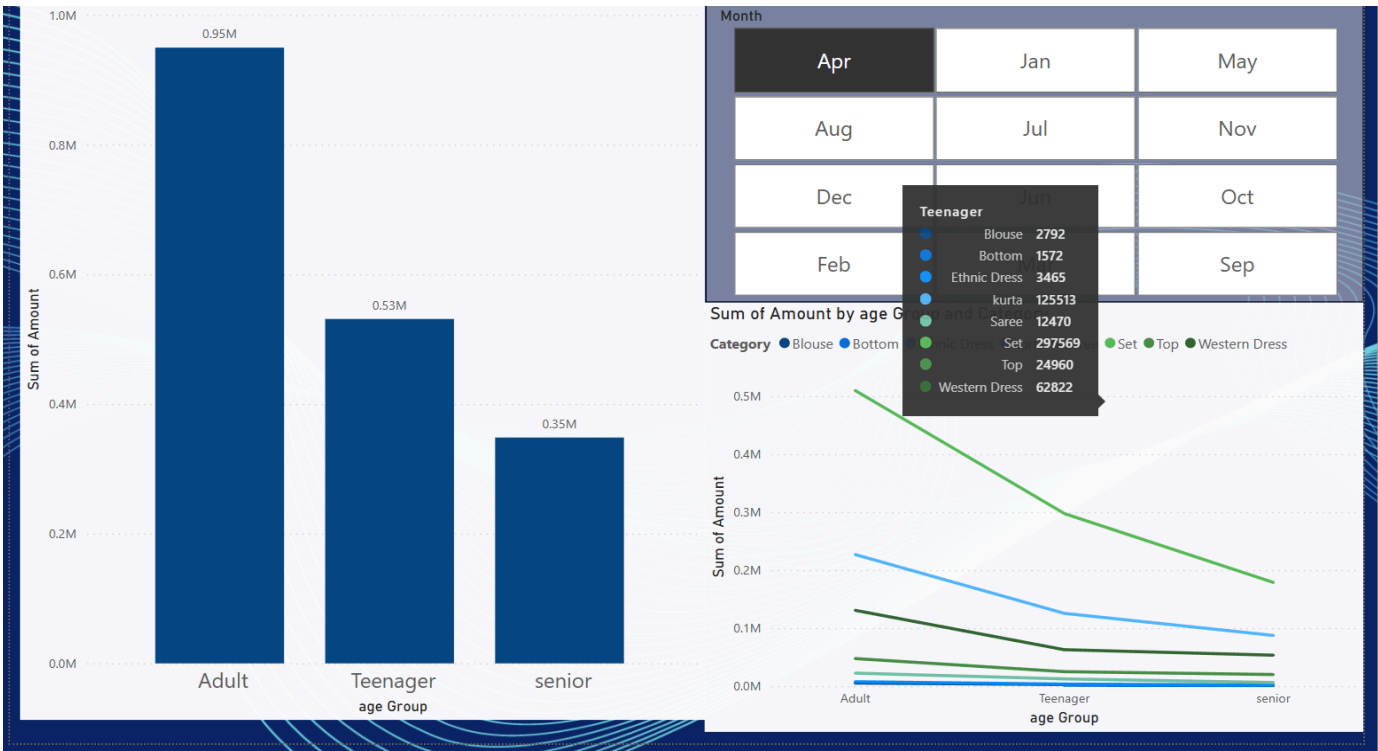
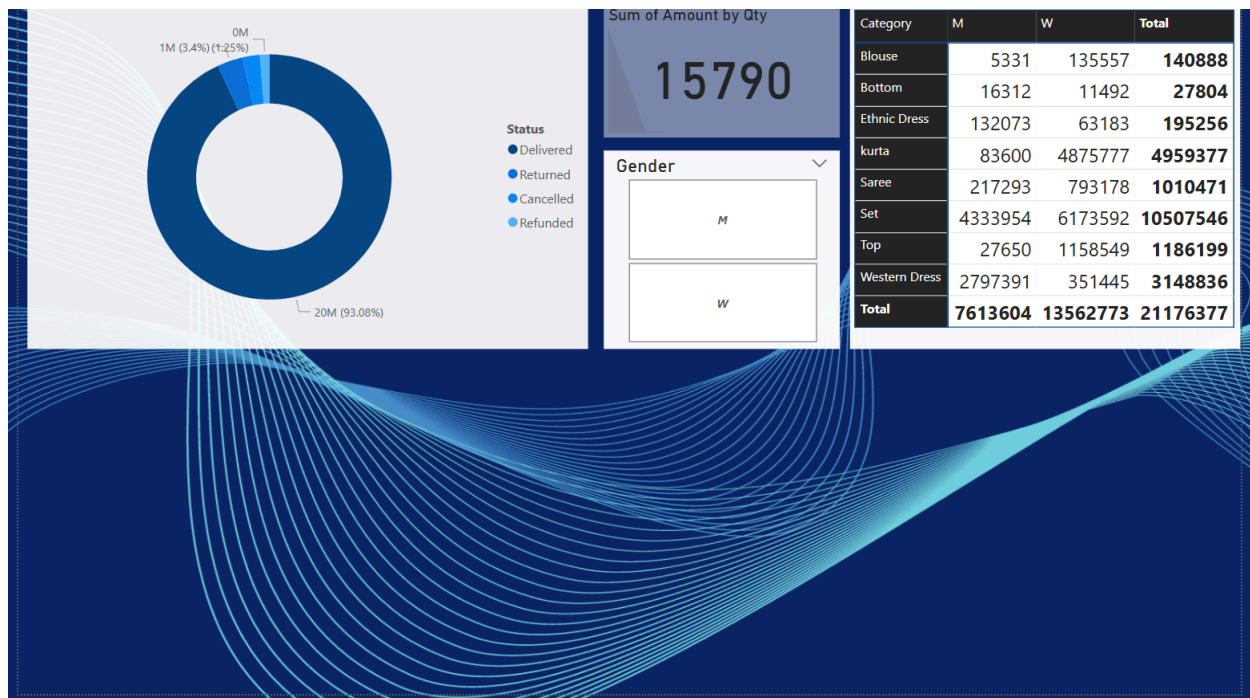


Summary of the dashboard.





1. Customer Segmentation by Age Group

- **Top Spending Group:** Adults contribute the highest revenue (~0.95M), followed by Teenagers (~0.53M) and Seniors (~0.35M).
- **Teenager Category Insights:** The most purchased categories include:
 - **Set** (297,569)
 - **Kurta** (125,513)
 - **Western Dress** (62,822)
- Purchasing patterns show clear age-based preferences, with Set and Kurta dominating among Teenagers.

2. Regional Order Performance

- **Top Performing States:** Maharashtra, Karnataka, and Uttar Pradesh lead in total order counts (~4-5K each).
- **Lowest Activity:** States like Ladakh, Mizoram, and Dadra & Nagar show minimal activity.
- **City-Level Insights (e.g., Goa):**
 - Delivered: 277
 - Cancelled, Refunded, and Returned combined: 29
- Overall, delivery success is high, with few cancellations or returns, indicating strong fulfillment performance.

3. Sales Breakdown by Gender and Category

Total Quantity Sold: 15,790 items.

- **Gender Sales Split:**
 - **Women:** 13.56M in value (~64%)
 - **Men:** 7.61M in value (~36%)
- **Top-Selling Categories:**
 - **Set** (10.5M)
 - **Kurta** (4.96M)
 - **Western Dress** (3.14M)
- **High Female Contribution:** Women significantly dominate purchases in all categories.

Key Business Takeaways

- Focus marketing efforts on **Adults and Teenagers**, as they drive the majority of sales.
- Emphasize high-performing categories like **Set**, **Kurta**, and **Western Dress**.

- **Female customers are the primary buyers**, especially in high-ticket categories — tailor promotions accordingly.
- Maintain fulfillment strength in top states while exploring untapped regions for growth.

Interview Questions:

1. **What does a dashboard do?**
It visually summarizes key data to help users quickly understand and make decisions.
2. **How do you choose the right chart?**
Choose based on the data type and purpose bar charts for comparisons, line charts for trends, pie charts for proportions.
3. **What is a slicer/filter?**
It allows users to interactively narrow down data shown in the dashboard (e.g., by month, region, or gender).
4. **Why do we use KPIs?**
KPIs (Key Performance Indicators) highlight critical metrics (like total sales or returns) to track business performance at a glance.
5. **What did your dashboard show about sales?**
Sales were highest among adults and women, with top categories being Set, Kurta, and Western Dress. Maharashtra led in order volume.
6. **How do you make a dashboard look clean?**
Use clear labels, consistent colors, proper spacing, and avoid clutter. Highlight key figures and use interactive filters.
7. **Did you clean the data before starting?**
Yes, data was cleaned to remove duplicates, handle missing values, and standardize formats for accurate visuals.