

# Sales Dashboard Summary: Key Insights & Trends

This presentation provides a comprehensive overview of our sales performance. We will examine key metrics, analyze payment method contributions, and explore time-based sales trends. All insights are drawn from data spanning 2020 to 2023.

# Key Performance Indicators (KPIs)

**11M**  
**Total Sales**

Accumulated sales across all periods.

**14.97K**  
**Average Sale**

Mean value per transaction.

**19914**

**Max Sale**

Highest single transaction recorded.

**1526**

**Min Sale**

Lowest single transaction recorded.

Our KPIs reveal strong overall sales health. The average transaction value is nearly 15,000. These figures help identify transaction patterns and overall sales health.

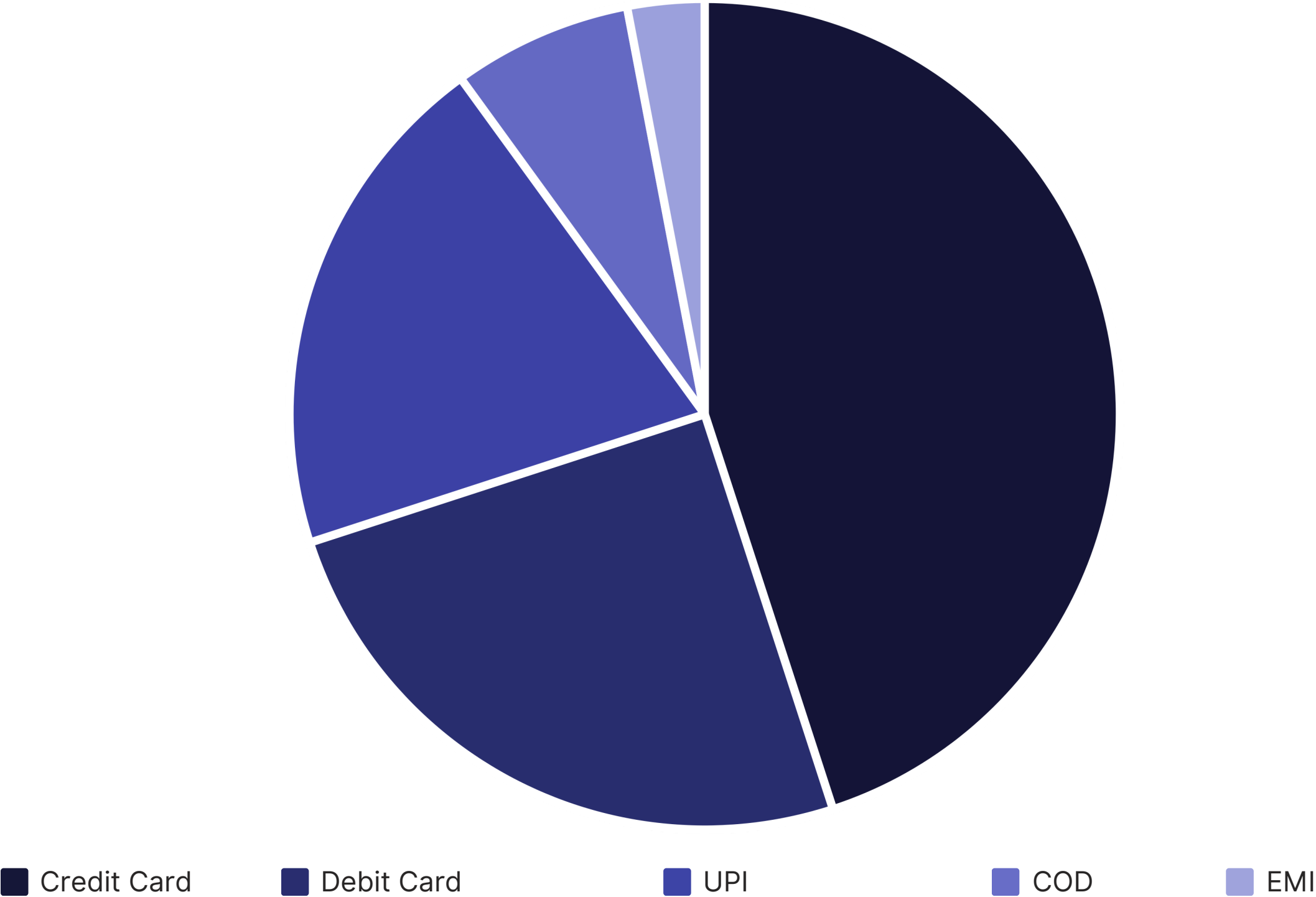
# Payment Method Analysis: Overview

Understanding payment preferences is crucial for optimizing revenue. We analyze contributions from Credit Card, Debit Card, COD, EMI, and UPI. This helps identify which methods drive the most profit.

- Credit Card
- Debit Card
- COD
- EMI
- UPI

# Payment Method: Credit Card

Credit Card transactions consistently lead in sales volume. They account for 45% of our total revenue. Usage has shown steady growth over the past year.



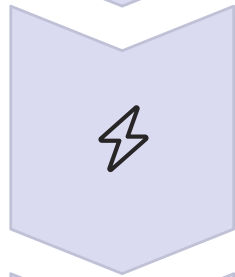
# Payment Method: UPI

UPI transactions are rapidly gaining popularity. They increased by 60% year-over-year in 2023. This growth reflects a significant shift in customer preference towards digital payments.



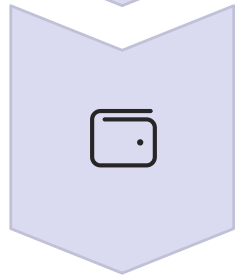
## **Convenience**

Easy mobile payments.



## **Speed**

Instant fund transfers.



## **Cost-Effective**

Lower transaction fees.

# Time-Based Analysis: Yearly Trends

Sales performance varies significantly across years. We analyze data from 2020, 2021, 2022, and 2023. This helps identify annual growth or decline. External factors often influence these trends.

- 1

2020

Steady growth. Initial impact of market changes.
- 2

2021

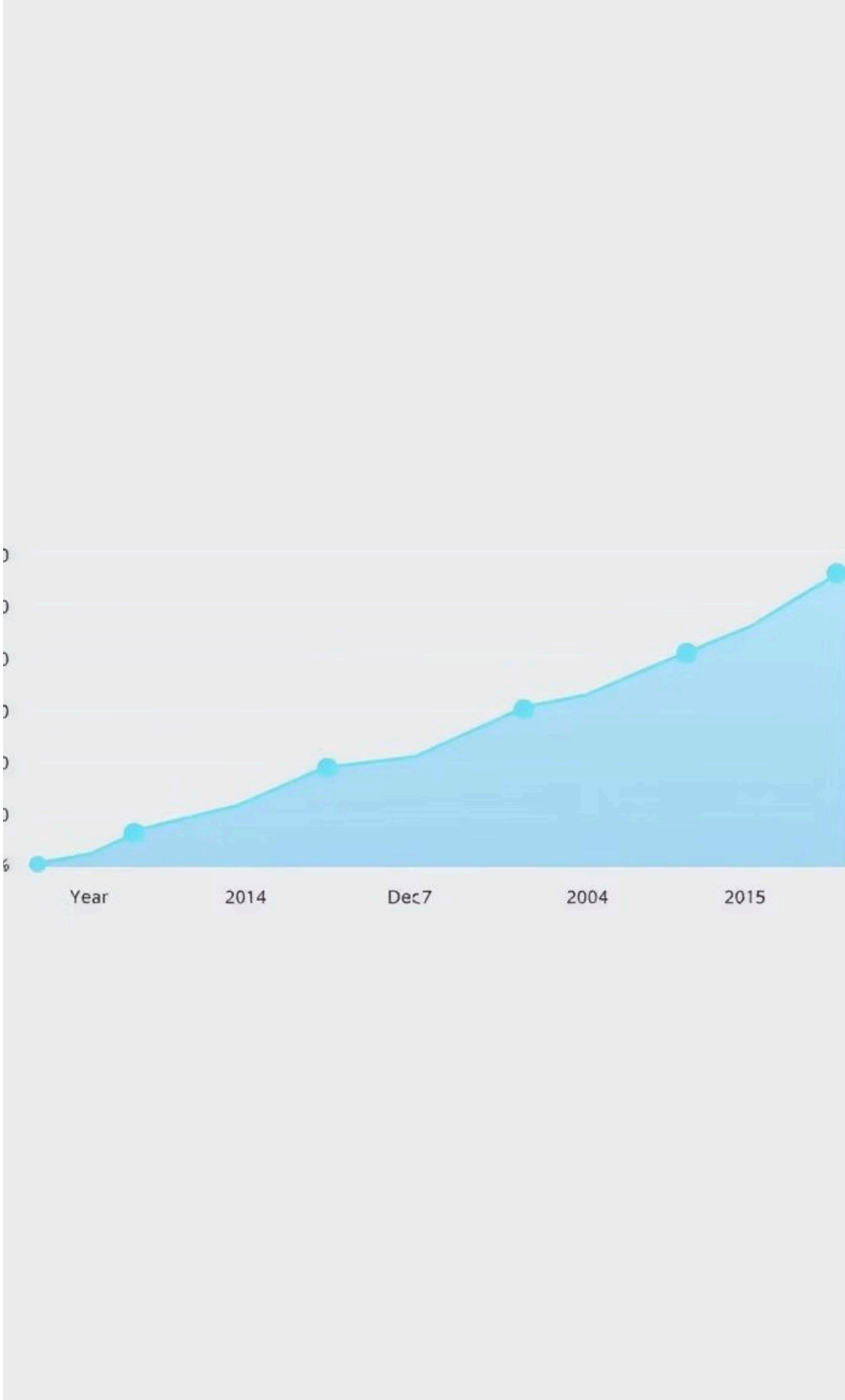
Strong recovery. Significant sales increase.
- 3

2022

Continued expansion. New market penetration.
- 4

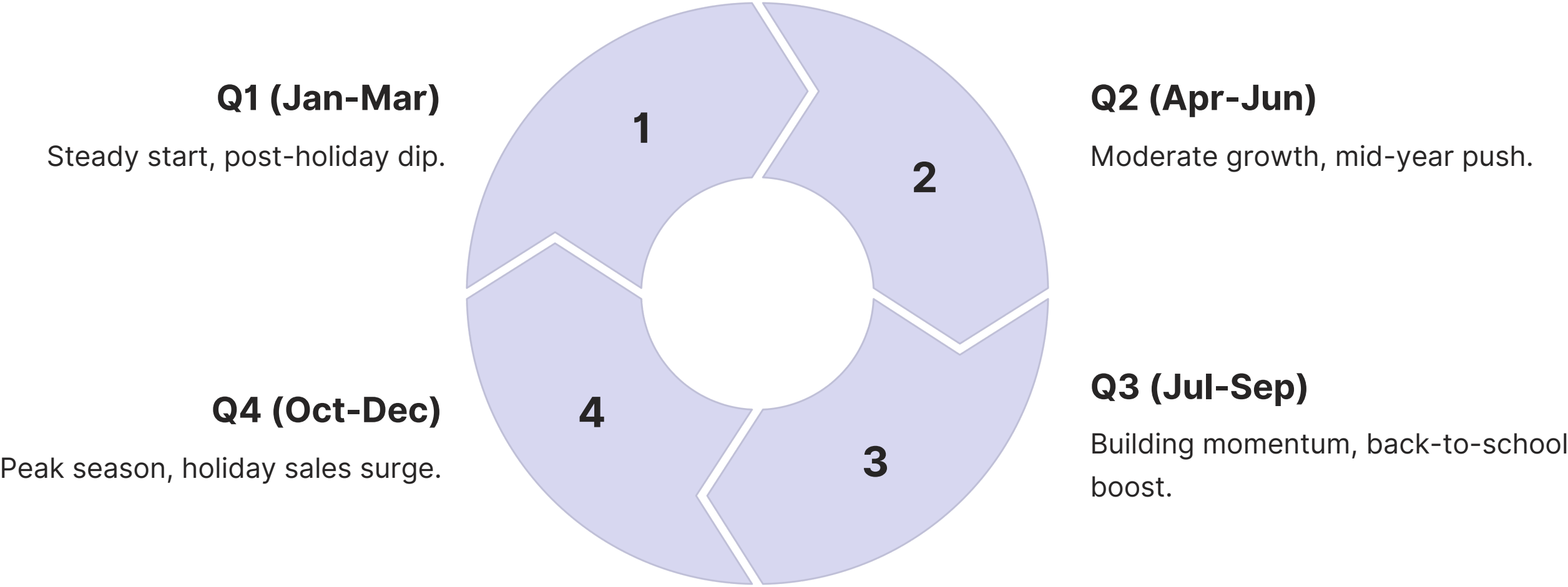
2023

Record high. Peak performance achieved.



# Time-Based Analysis: Monthly Breakdown

Monthly sales breakdowns reveal seasonal trends. We identify peak sales months and quieter periods. This insight is critical for optimizing marketing and sales strategies. It helps with inventory management too.





# Conclusion: Key Takeaways & Actionable Insights

Our sales dashboard provides valuable insights. KPIs show strong performance. UPI is a growing payment method. Seasonal trends guide our strategy. Focus marketing on peak sales months and incentivize UPI payments.



## KPIs Confirm Growth

Overall sales show healthy upward trends.



## Optimize Payments

Promote UPI for cost efficiency.



## Leverage Seasonality

Target peak months for campaigns.