

Seasonal Sales Dashboard Analysis

Index Page

The Index page serves as a landing page for the seasonal sales dashboard. It includes navigation buttons (Summer, Winter, Rainy) and a central 'Special Sale' image. This design helps users navigate to specific seasonal dashboards for deeper analysis.

Dashboard on Summer Sales

Key Figures: Total Sales = 120.19K, Total Profit = 26.24K, Total Cost = 93.95K. Sales are distributed evenly across Consumer, Corporate, and Home Office segments. Top cities include New Delhi, Kolkata, Coimbatore, and Mumbai. Sales are steady across ship modes and strong in categories like Phones, Chairs, and Storage.

Dashboard on Winter Season

Key Figures: Total Sales = 120.19K, Total Profit = 26.24K, Total Cost = 93.95K. Sales segment distribution is balanced among Consumer, Corporate, and Home Office. Major contributors are Delhi, Kolkata, Coimbatore, and Mumbai. Sales by state highlight Maharashtra, Karnataka, Tamil Nadu, and West Bengal as leaders.

Dashboard on Rainy Season

Key Figures: Total Sales = 21.85K, Total Profit = 4.37K, Total Cost = 17.49K. Unlike Summer and Winter, sales are lower and concentrated in Tamil Nadu (Coimbatore, Chennai). Corporate segment dominates during this season. Key sub-categories include Phones, Chairs, and Accessories.

Overall Comparison

1. Summer and Winter show high and stable sales (120K+) with ~26K profit. 2. Rainy season shows low sales (~21K) and profit (~4K), with activity limited to Tamil Nadu. 3. Top product categories across seasons are Phones, Chairs, and Storage. 4. Sales distribution by ship mode is relatively uniform. 5. Corporate segment takes a higher share in Rainy, while others are balanced in Summer/Winter.

DAX Calculations Used

```
Total Sales = SUM(Sales[SalesAmount])
Total Profit = SUM(Sales[Profit])
Total Cost = SUM(Sales[Cost])
Sales by Segment = CALCULATE(SUM(Sales[SalesAmount]), Sales[Segment])
Sales by City = CALCULATE(SUM(Sales[SalesAmount]), Sales[City])
Sales by State = CALCULATE(SUM(Sales[SalesAmount]), Sales[State])
Sales by Ship Mode = CALCULATE(SUM(Sales[SalesAmount]), Sales[ShipMode])
Sales by Sub-Category = CALCULATE(SUM(Sales[SalesAmount]), Sales[SubCategory])
Sales by Day = CALCULATE(SUM(Sales[SalesAmount]), Sales[Day])
Profit = SUM(Sales[SalesAmount]) - SUM(Sales[Cost])
```