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# Sales Performance Report

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## 1. Key Metrics

Metric	Value
Total Revenue	₹ 2,437.50
Best-Selling Product	Laptop
Top Sales Day	June 1, 2025

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## 2. Revenue Trend Over Time

- Highest Sales Day: June 1, with peak revenue close to ₹2,500.
- Trend: Steady decline from June 1 to June 5.

## Daily Revenue

Date	Revenue
June 1	₹2,400 +

June ₹1,800  
2

June ₹1,300  
3

June ₹700  
4

June ₹500  
5

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### 3. Revenue by Product

- Laptops dominate the revenue contribution, showing a clear skew in product profitability.

Product	Revenue Share	Approx. Revenue
Laptop	80.4%	₹1,961.85
Monitor	7.4%	₹180.38
Keyboard	4.5%	₹109.69
Mouse	4.4%	₹107.25
USB-C Cable	3.3%	₹80.44

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### 4. Key Insights

- Laptops are driving the majority of sales—consider bundling or discounting accessories with laptops to increase basket size.
  - Declining daily revenue suggests either stockouts or reduced customer engagement—investigate further.
  - Low share of accessories (Mouse, Keyboard, USB-C Cable) may indicate upselling opportunities are being missed.
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## 5. Recommendations

- Prioritize inventory and promotions around laptops.
  - Launch combo deals (e.g., Laptop + Mouse + USB Cable).
  - Use email or SMS campaigns on low-revenue days (e.g., June 4–5) to boost sales.
  - Analyze customer feedback or stock issues to explain the post-June 1 revenue drop.
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