

Retail Sales Performance Dashboard Analysis Report

1. Sales Trends Over Time

Observations:

- Sales were highest in **May and December**, possibly due to seasonal demand or festive offers.
- Several months showed **zero or very low sales**, which is unusual and needs further investigation.

Actionable steps:

- Run promotional campaigns and sales offers in May and December to take advantage of high demand.
- Investigate months with zero sales to check for missing data, system errors, or operational downtime.
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2. Sales by Product Category

Observations:

- Groceries (0.96M) and Home Decor (0.79M) were the best-selling categories.
- Clothing and Beauty had the lowest sales (both under 0.5M).

Actionable steps:

- Expand high-performing categories with new products, bundles, or seasonal variations.
- Promote low-performing categories using discounts, influencer marketing, or product repositioning.

3. Gender-Based Sales Distribution

Observations:

- Female customers accounted for 54% of total sales, slightly more than males.
- Categories like Groceries and Home Decor performed better among female customers.

Actionable steps:

- Launch targeted advertising campaigns focusing on popular products among women.
- Introduce more male-focused products like electronics, gadgets, or fitness items to balance customer engagement.

4. Age-Based Sales Contribution

Observations:

- Customers aged 20–40 years contributed the most to revenue, with a peak at age 40 (~0.27M).
- Sales were relatively low among customers aged below 20 and above 45.

Actionable steps:

- Design personalized offers, and digital campaigns targeting the 20–40 age group.
- Create strategies to engage younger and older demographics, such as curated collections, seasonal discounts, or user-friendly interfaces.

5. Quantity vs Revenue Analysis

Observations:

- Higher quantity sold did not always result in higher revenue.
- Some low-quantity items had high revenue, indicating they are premium or high-margin products.

Actionable steps:

- Identify and prioritize high-margin products with strong returns.
- Use upselling and cross-selling techniques to increase the value of each order.

Key Takeaways to Improve Sales

- Boost marketing and offer discounts during high-performing months like **May and December** to maximize revenue. (Focus on Peak Sales Months).
- Increase visibility of categories like **Clothing and Beauty** through discounts, bundling, and creative campaigns. (Promote Low-Selling Categories).
- Introduce more variety and combo packs in top-selling categories like **Groceries and Home Decor**. (Expand High-Performing Product Lines).
- Design loyalty programs and personalized offers for this age group, which contributes the most to sales. (Target Active Age Groups (20–40 yrs.)).
- Since female customers lead in sales share, tailor promotions and product features to match their preferences.
- Focus on **premium items** that bring higher profits, even if sold in lower quantities. (**Promote High-Margin Products**).