

Snitch Sales Dashboard – Analytical Report

1. Overview

The **Snitch Sales Dashboard** provides a comprehensive summary of overall sales performance, customer profitability, product category distribution, and sales segmentation. It helps identify top-performing customers, understand category contribution, and monitor geographical spread of sales across India.

The key objective of this report is to derive insights from sales and profit data for strategic decision-making.

2. Key Performance Indicators (KPIs)

Metric	Value	Description
Total Sales Amount	2.55 Million	Total revenue generated from all product sales.
Total Unit Price (Sum)	3.39 Million	Represents the cumulative value of all units sold, indicating product pricing trends.
Total Profit	2.39 Million	Overall profit achieved during the recorded period.
Total Units Sold	2,292 Units	Quantity of items sold across all categories.

Insight:

The profit margin appears strong with 2.39M profit from 2.55M in sales, indicating efficient cost control or premium product pricing.

3. Customer Profitability Analysis

The “Sum of Profit by Customer Name” chart highlights the top five contributing customers:

Customer Name	Profit (in K)
Lisa Moss	3.00K
Sarah Clark	3.00K
Ryan Weaver	3.00K
Dr. Adam Schultz	2.99K
Mr. Daniel Knox	2.99K

Interpretation:

All top customers contribute nearly equal profit, indicating a **balanced customer base** with no single customer dependency. This diversified revenue stream reduces risk.

4. Product Category Performance

The “Count of Product Category” visualization shows sales distribution across categories:

Product Category Count % Contribution

Dresses	431	17.76%
T-Shirts	409	16.36%
Jeans	399	16.44%
Accessories	384	15.89%
Jackets	373	15.48%
Shoes	397	16.36%

Insight:

- **Dresses** and **T-Shirts** lead sales volume, together accounting for over 34% of total units sold.
 - **Jackets** and **Accessories** show moderate sales, potential for promotional focus.
 - Sales distribution across categories is fairly even — good for inventory balance.
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5. Segment Analysis

The “Count of Segment by Segment” chart divides customers into two groups:

Segment	Count	% Share
B2B (Business-to-Business)	822	49.9%
B2C (Business-to-Customer)	828	50.1%

Interpretation:

- Sales are almost evenly split between **B2B** and **B2C**, indicating a healthy mix of retail and wholesale operations.
 - This balance offers stability and flexibility in pricing and marketing strategies.
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6. Geographical Insights

The map visualization highlights major sales concentrations in:

- **Bengaluru, Mumbai, Hyderabad, Chennai, and Pune.**

Observation:

Southern and Western India contribute significantly to overall revenue.

Bengaluru appears to be a strong hub for both B2B and B2C transactions.

Expansion opportunities exist in Northern and Eastern India where fewer sales points are marked.

7. Summary of Key Insights

1. **High profitability** — 2.39M profit indicates efficient sales with minimal loss.
 2. **Balanced customer portfolio** — top 5 customers contribute similar profit levels.
 3. **Even product distribution** — prevents overreliance on a single product line.
 4. **B2B–B2C parity** — stable business model with diversified revenue streams.
 5. **Regional opportunity** — strong performance in South & West; potential growth in North & East.
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8. Recommendations

- **Promote High-Demand Categories:** Focus marketing on *Dresses* and *T-Shirts*, the top-selling categories.
 - **Boost Low-Performing Products:** Offer targeted discounts or bundles for *Jackets* and *Accessories*.
 - **Regional Expansion:** Strengthen presence in North and East India through local partnerships.
 - **Customer Retention:** Launch loyalty programs for top customers like *Lisa Moss* and *Sarah Clark*.
 - **Monitor Margins:** Regularly track profit margins to sustain current profitability levels.
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9. Conclusion

The Snitch Sales Dashboard provides a clear and data-driven overview of company performance. With balanced contributions across customers, products, and sales segments, the business is operating efficiently. By leveraging insights from this report — especially around regional and category performance — future growth can be strategically directed toward underperforming zones while maintaining existing strengths.