

## Executive Summary – Sales Performance Analytics Dashboard

The **Sales Analysis Dashboard** provides a comprehensive, data-driven overview of revenue, customer behaviour, product performance, and operational efficiency across multiple business dimensions. Designed with an executive lens, this dashboard enables quick, accurate, and strategic decision-making for business leaders.

Using real-world transactional data, the dashboard uncovers critical insights about **order patterns, revenue contributors, delivery efficiency, and customer spending habits**. It integrates multiple visualizations—including KPIs, bar charts, line charts, and slicers—to deliver a seamless, interactive reporting experience.

### Key Business Insights

#### 1. Overall Business Performance

- The business processed **1,000 total orders**, generating **₹35.2 lakhs in revenue**, demonstrating strong market demand across categories and locations.
- Customers spent an average of **₹3,520 per order**, showcasing healthy buying behaviour and strong perceived product value.
- The **average order-to-delivery time is 5.53 days**, indicating efficient logistics performance.

#### 2. Revenue Insights

- **Occasion-Based Growth:** Celebratory occasions such as **Anniversary, Birthday, and Valentine's Day** drive the majority of revenue, highlighting opportunities for targeted seasonal campaigns.
- **Top-Performing Categories:** Colors, Sweets, and Soft Toys emerge as high-revenue categories, helping prioritize inventory and marketing strategies.
- **Monthly Trends:** Revenue peaks during **February, July, and November**, aligning with major festivals and gifting periods.

#### 3. Product & City Performance

- The **Top 5 Products** (including Magmam Set and Dolores Gift) contribute disproportionately to total earnings, providing clarity for product bundling and promotional focus.
- **Top 10 Cities by Orders**—including Bhatpara, Dhanbad, Imphal, and Hardiwar—highlight strong regional demand pockets ideal for expansion or city-specific campaigns.

#### 4. Operational Efficiency

- Hourly analysis of order placement reveals customer engagement peaks during morning to evening hours, enabling optimized staffing and promotional timing.
- Delivery timeline patterns support forecasting models for improving dispatch planning and logistics cost management.

### Project Highlights

- **Built using Excel visualizations, Power Query, and interactive slicers** to enable dynamic filtering by date, category, and occasion.
- A clean, professional UI ensures **executive-level readability** with key KPIs highlighted at the top.
- The dashboard supports **data-driven decision-making** across marketing, operations, and customer experience teams.
- Designed with **real-time usability** in mind, allowing business leaders to instantly monitor performance and identify growth opportunities.