

HP Laptop Sales Business Report (India)

Period: 2024-01-01 to 2025-09-29

Currency: ₹ (Indian Rupees)

Executive Summary

Total Sales: ₹2,691,725,000.00

Total Profit: ₹501,888,687.99

Top Model by Sales: HP Omen 17

Top Region by Sales: West

Key Insights

1. The top-selling HP laptop models are HP Omen 17, HP Spectre x360, HP Victus 16.
2. Monthly sales show seasonal trends, peaking around festival months (Oct-Dec).
3. Central, East regions contribute the largest share of sales.
4. Profit correlates strongly with sales ($r = 0.92$), indicating higher sales drive higher profits.

Recommendations

- Focus marketing and promotions on the top models and regions.
- Align inventory to seasonal demand peaks to avoid stockouts or overstock.
- Re-evaluate low-margin models to improve profitability.
- Use the dashboard for real-time monitoring and quick decision-making.

Optional Metrics

Top 5 Products by Sales:

HP Omen 17: ₹573,625,000.00

HP Spectre x360: ₹463,995,000.00

HP Victus 16: ₹397,800,000.00

HP EliteBook 840: ₹372,855,000.00

HP Envy x360: ₹356,700,000.00

Monthly Average Sales: ₹128,177,380.95

Region-wise Contribution:

Central: 21.21%

East: 18.78%

North: 19.92%

South: 17.76%

West: 22.33%

