"Cavitak- Data Analyst Assignment"

GitHub Link for Dashboard:-https://github.com/hemantg111/Cavitak_Assignment_Power-BI.git

By

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Sales Analytics Dashboard – Key Insights

1. Top 5 Products by Revenue

1. **Printer** generated the **highest revenue (₹20.55M)**, followed by **Laptop** (₹18.86M) and **Webcam** (₹18.29M).
2. Indicates strong demand for **office-related electronic products** like printers and laptops.

Suggestion: Increase inventory and marketing for high-demand products.
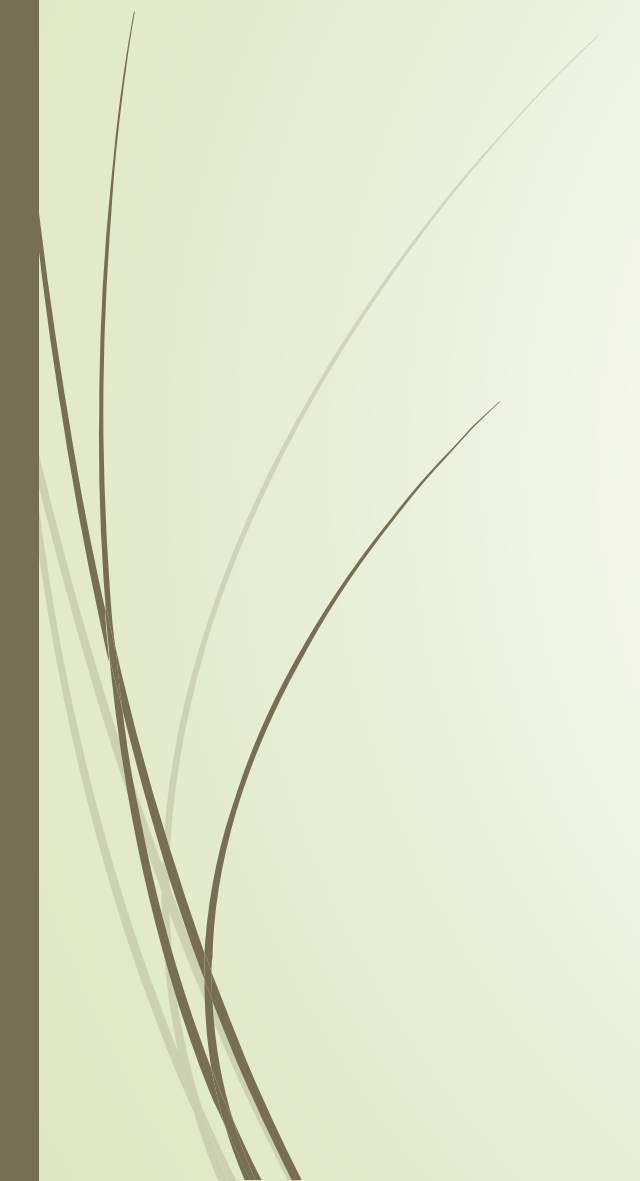
2. Top 5 Customers by Revenue

1. The **top 5 customers** contributed **₹26.50M** in total revenue.
2. **Customer_53** is the top buyer with **₹6.09M** in purchases.

Suggestion: Maintain strong relationships with high-value customers through loyalty programs or exclusive offers.

3. Profit Analysis – Product Wise

1. **Printer** has the **highest total profit (₹2.32M)**, followed by **Monitor (₹1.93M)** and **Smartphone (₹1.82M)**.
2. Products like **Speakers** and **Laptops** also yield good profitability.

Suggestion: Focus on these products for upselling and bundle offers.

4. Category-wise Sales Distribution

1. **Accessories** dominate with the **highest** market share with **51.65%** of total sales.
2. **Computers** account for **32.44%** market share, followed by **Mobile (8.4%)** and **Networking (7.5%)** market share in terms of revenue.

Suggestion: Explore opportunities to boost sales in **Mobile** and **Networking** categories.

5. Monthly Sales Trend

1. **Peak sales months: August (₹24.22M)** and **January (₹24.19M)** .
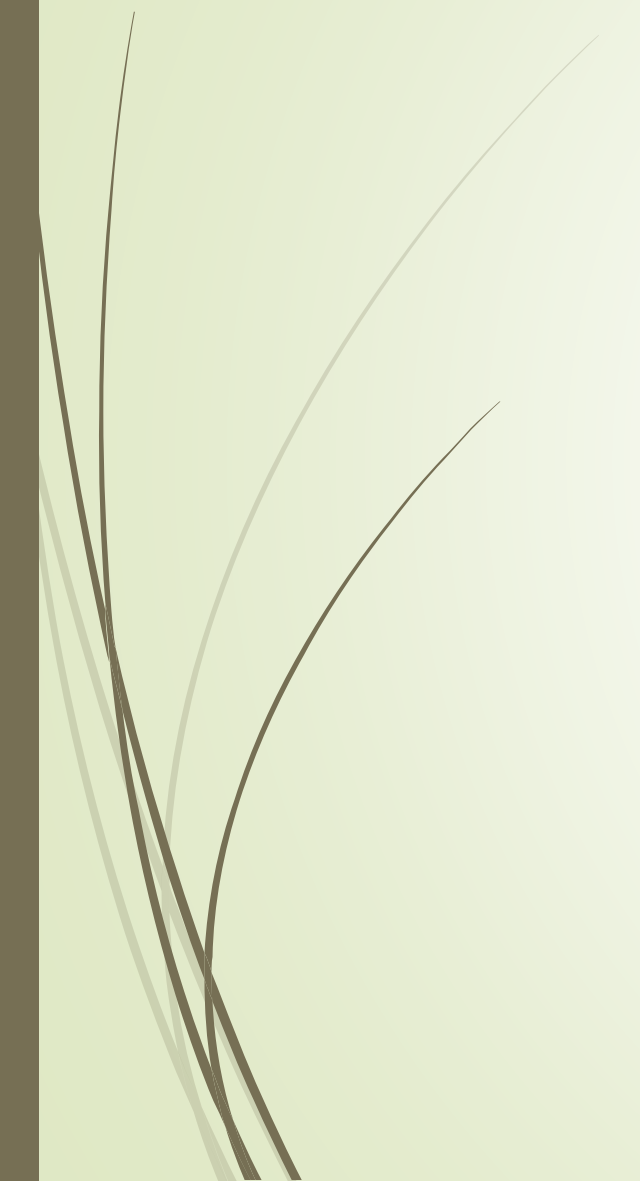2. **Lowest sales month: March (₹17.04M)**.

Suggestion: Analyze seasonal patterns and plan marketing campaigns to boost sales in low-performing months.

6. City & Product Name Filters

1. Dashboard includes slicers for **City** and **Product Name** to enable location-wise and product-specific insights.
2. Enables management to identify high-performing regions and target improvement areas.

Overall Summary

1. The company's **revenue is driven by high-value electronic products** (Printers, Laptops).

2. **Profitability aligns closely with product demand**, showing healthy margins.

3. **Computers and Accessories** lead in sales contribution, while **seasonal fluctuations** suggest strategic marketing opportunities.
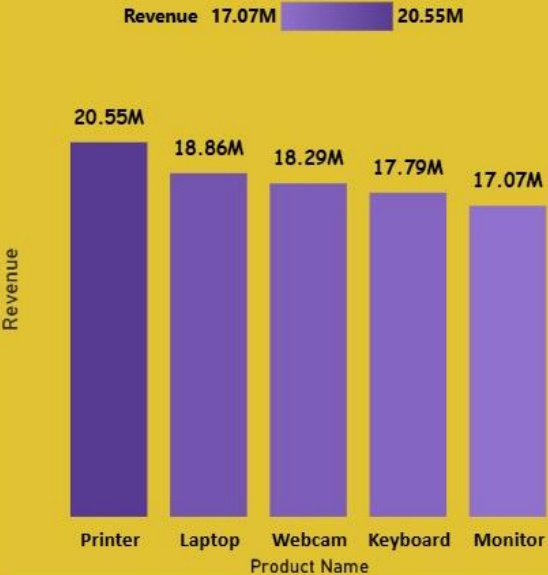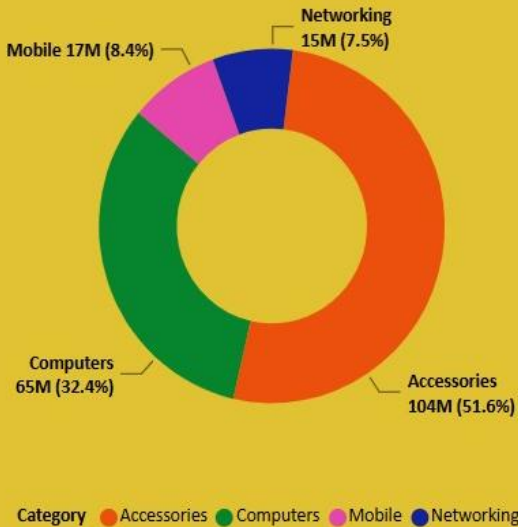
Power BI Dashboard

Sales Analytics Dashboard

Top 5 Customers by Revenue

CustomerID	CustomerName	Sum of Revenue ▾
C053	Customer_53	6009000
C029	Customer_29	5597000
C023	Customer_23	5233000
C016	Customer_16	4858000
C051	Customer_51	4805000
Total		**26502000**

Top 5 Products by Revenue

Revenue 17.07M ▬▬▬ 20.55M

Printer 20.55M, Laptop 18.86M, Webcam 18.29M, Keyboard 17.79M, Monitor 17.07M

Category-wise Sales Distribution

Networking 15M (7.5%)
Mobile 17M (8.4%)
Computers 65M (32.4%)
Accessories 104M (51.6%)

Category ● Accessories ● Computers ● Mobile ● Networking

City
All ∨

Product Name
All ∨

Monthly Sales Trend

January 24.19M, February 18.51M, March 17.04M, April 21.44M, May 19.19M, June 20.06M, July 17.56M, August 24.22M, September 21.94M, October 17.65M

Profit Analysis - Product Wise

Product Name	Total Profit
⊞ Desktop	12,45,333.60
⊞ Mouse	12,53,269.00
⊞ Tablet	13,03,101.80
⊞ Router	13,43,874.60
⊞ Headphones	15,03,996.30
⊞ Laptop	15,12,741.20
⊞ Speaker	15,71,591.10
⊞ Webcam	17,50,964.30
⊞ Keyboard	17,75,571.20
⊞ Smartphone	18,27,406.40
⊞ Monitor	19,39,866.10
⊞ Printer	23,22,945.70
Total	1,93,50,661.30

Filters Visualizations Data

Thank You ☺