

Report Period: Jan-Mar 2023

Retail Sales Dashboard - Hitesh Garg

Total Gross Sales ₹ 9,62,713

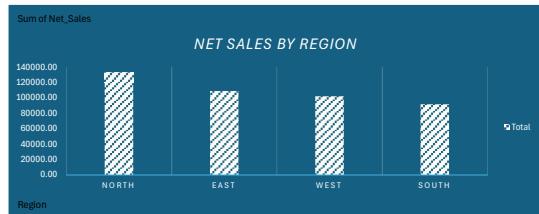
Total Discount ₹ 5,27,026

Total Net Sales ₹ 4,35,687

Total Profit ₹ 52,211

Profit Margin % 11.98%

Avg Price/Unit ₹ 60.81



Filter: Product

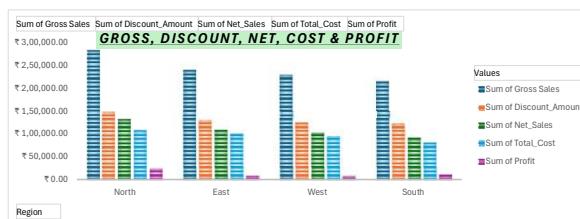
Badminton ...	Ball	Calculator
File Folder	Glue Stick	Marker
Notebook	Pen	Stapler
Water Bottle		

Filter: Region

East
North
South
West

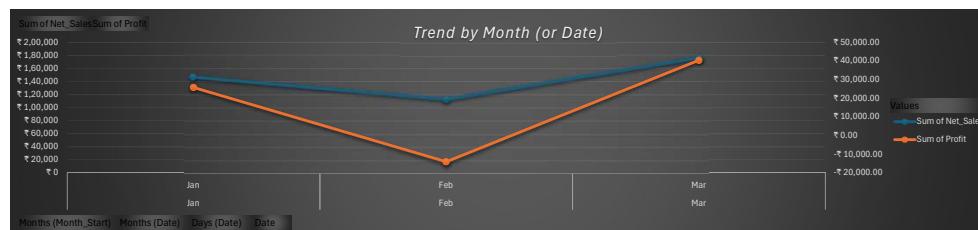
Filter: Months

Jan
Feb
Mar



Average of Profit Margin

Product	East	North	South	West
Badminton Shuttle	₹ 0.04	₹ 0.05	₹ 0.05	₹ 0.08
Ball	₹ 0.02	₹ 0.05	₹ 0.05	₹ 0.06
Calculator	₹ 0.03	₹ 0.04	₹ 0.03	₹ 0.27
File Folder	₹ 0.00	₹ 0.04	₹ 0.02	₹ 0.23
Glue Stick	₹ 0.13	₹ 0.10	₹ 0.08	₹ 0.05
Marker	₹ 0.07	₹ 0.05	₹ 0.05	₹ 0.01
Notebook	₹ 0.29	₹ 0.33	₹ 0.09	₹ 0.00
Pen	₹ 0.53	₹ 0.09	₹ 0.22	₹ 0.25
Stapler	₹ 0.42	₹ 0.24	₹ 0.08	₹ 0.03
Water Bottle	₹ 0.43	₹ 0.72	₹ 0.46	₹ 0.03

**Key Insights from the Dashboard**

North region gives the highest net sales but also the 2nd lowest Profit Margin.

Water Bottle and Glue Stick cause the highest losses.

February is the weakest month overall.

Higher discounts clearly reduce Profit (scatter chart explains it).