

1. Sales Performance Tracking:

- Flipkart needs to track how sales are performing over time across various product categories and regions.
- The company is interested in understanding if there are seasonal trends or time periods (e.g., festivals, sales campaigns) where sales increase or decrease.

2. Customer Behaviour & Satisfaction:

- Analysing customer ratings and understanding the relationship between customer satisfaction and sales is critical for improving product offerings.
- Flipkart wants to identify which products are driving higher satisfaction and which are underperforming.

3. Payment Method Preferences:

- The company needs insights into how customers are paying for their orders (e.g., UPI, Credit Card, COD) and whether certain payment methods are associated with higher sales volumes or customer satisfaction.

4. Regional Sales Distribution:

- Flipkart wants to assess the sales performance across different regions to identify areas with high demand and potential growth opportunities.

Expected Outcome: The sales dashboard should provide comprehensive, visually appealing, and interactive insights into the key metrics that drive Flipkart's sales performance. This data will help the team make informed decisions about inventory management, marketing strategies, pricing, and customer service improvements.