

# POS System Overview Dashboard Report

## Dashboard Summary

This dashboard provides a comprehensive overview of the POS system's sales performance. It highlights key performance indicators (KPIs), monthly trends, category-wise distribution, store-wise analysis, and product-level insights. The visualizations are designed to offer actionable insights at a glance and support dynamic filtering by **month**, **category**, and **store name**.

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## Key Performance Indicators

- Total Revenue: \$82.49M**
  - Average Revenue per Month: \$6.87M**
- Total Quantity Sold: 2.43M units**
  - Average Quantity Sold Every Month: 202.91K**
- Total Transactions: 490.987K**
  - Avg Transactions per Month: 40.92K**
- Average Quantity per Transaction: 4.96 units**
- Average Revenue per Transaction: \$168.01**

These KPIs provide a snapshot of business performance, highlighting the scale of operations and efficiency per transaction.

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## Monthly Performance Trend

The **line chart** illustrates the **Total Revenue and Transaction Volume** by month. A consistent trend with minor fluctuations suggests relatively stable demand throughout the year, with revenue peaking in certain months. This trend helps in identifying high-performing months for better inventory planning and marketing efforts.

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## Top Performing Stores

A **donut chart** shows the **Top 5 Stores by Revenue**, with the majority of revenue (**74.94%**) contributed by **"Other Stores"**, indicating a large number of small-to-mid scale stores or potentially missing metadata consolidation. Major identifiable stores include:

- Harmony Square 45 (7.63%)
- Simply Goods 70 (4.67%)
- Cedar Point 15 (4.58%)

This helps in identifying the best and underperforming stores.

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## Category-Level Analysis

### ♦ Quantity Sold per Category:

- **Grocery** dominates with **94.21%** of total quantity sold.
- **Clothing** and **Electronics** contribute **minor shares**, likely due to differences in unit pricing.

### ♦ Revenue Share per Category:

- **Electronics** is the top revenue-generating category with **83.57%**, despite having fewer units sold.
- **Grocery** contributes **13%** to revenue, showing high volume but low per-unit revenue.
- **Clothing** has the smallest share at **3.43%**.

These insights highlight the high-margin nature of electronics vs. volume-based sales in grocery.

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## Product-Level Insights

### Top Performing Product by Revenue in Each Category:

- **Grocery:** *Chicken Breast* – \$1.1M
- **Electronics:** *iPhone 15 Pro* – \$11.37M

- **Clothing:** *North Face Jacket* – \$568K

#### Top Performing Product by Quantity in Each Category:

- **Grocery:** *Bananas (1lb)* – 211K units
- **Electronics:** *Sony WH-1000XM5* – 13.6K units
- **Clothing:** *Adidas T-Shirt* – 5.8K units

These help in identifying products with high sales volumes vs. high revenue contribution, essential for pricing and promotional strategies.

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### Filters and Interactivity

The dashboard supports filters for:

- **Month**
- **Product Category / Product Name**
- **Store Name**

This interactivity allows for dynamic drilldowns into specific areas of interest, such as seasonal trends, store-specific performance, or category focus.

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### Key Takeaways

- **Electronics** drive the majority of revenue despite low volume—signaling premium pricing and high-margin products.
- **Grocery** accounts for the highest quantity sold, showing strong customer demand and rapid turnover.
- **Top stores** contribute a significant portion of revenue—indicating potential for replication or deeper investment.
- Monthly analysis reveals consistent sales, with a few standout months that can be explored further for campaign success or event-based spikes.