## **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**.

### **Key Performance Indicators**

1. **Total Revenue**: **$82.49M**
   * **Average Revenue per Month**: $6.87M
2. **Total Quantity Sold**: **2.43M units**
   * **Average Quantity Sold Every Month**: 202.91K
3. **Total Transactions**: **490.987K**
   * **Avg Transactions per Month**: 40.92K
4. **Average Quantity per Transaction**: **4.96 units**
5. **Average Revenue per Transaction**: **$168.01**

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

### **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.

### **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.

### **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.

### **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.

## **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.