

Sales Performance Analytics — Insights Report

This report summarizes insights obtained from the **Sales Performance Analytics Dashboard** created using Tableau. The analysis focuses on understanding sales performance across different regions, product categories, and time periods to identify key revenue drivers and areas for improvement.

Objectives

- Evaluate sales performance over time.
- Identify top-performing regions and categories.
- Analyze profit margins and customer segments.
- Provide data-driven recommendations for strategic decisions.

Key Findings

- **Regional Analysis:** The **West region** generated the highest sales volume (~35% of total revenue). The **South region** showed consistent growth but lower profit margins.
- **Product Category Insights:** **Technology** led in both sales and profit. **Office Supplies** had steady demand but lower margins.
- **Time Series Trends:** Peak sales during **Nov–Dec**; dip in **Q2** suggests mid-year promotion potential.
- **Customer Segment:** **Corporate customers** contributed most revenue. **Home Office** showed steady growth.

Metric	Description	Insight
■ Total Sales	Overall revenue generated	■5.6M total sales
■ Quantity Sold	Total units sold	25K+ units
■ Profit	Net profit after discounts	■800K
■ Top Region	Highest performing area	West
■ ■ Top Category	Best-selling category	Technology

Recommendations

- Promote high-margin products in underperforming regions.
- Optimize discounts to improve profit-to-sales ratio.
- Focus marketing on the Home Office segment.
- Plan seasonal campaigns based on Q4 demand patterns.

Tools Used

- Tableau Public
- Microsoft Excel / CSV
- GitHub

Author

Kashmira Katkar

■ kashukatkar@gmail.com

■ [LinkedIn Profile](#)