

# Retail Sales Performance Dashboard

A Data-Driven Overview of Sales Metrics  
Metrics and Insights



# Project Objective



## Analyze Sales Data

To dissect raw retail sales data for comprehensive understanding.



## Understand Performance

Gain clarity on regional and product-specific sales.



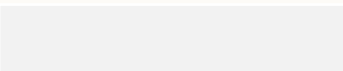
## Track KPIs

Monitor key performance indicators for immediate insights.



## Derive Actionable Insights

Translate trends into strategies for growth.

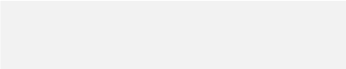


# Dataset Summary

Our dashboard is powered by a robust dataset, capturing every critical detail of sales transactions.


OrderID	Unique Transaction ID	#2023-001
Date	Purchase Date	2025-01-15
Region	Geographic Sales Area	India
Product	Item Sold	FootWear
Category	Product Type	FootWear
Units Sold	Quantity	91614
Price	Unit Price (₹)	15,000
Revenue	Total Sale Value (₹)	30,000

Time Period: January - June 2024 | Total Records: 50,000+

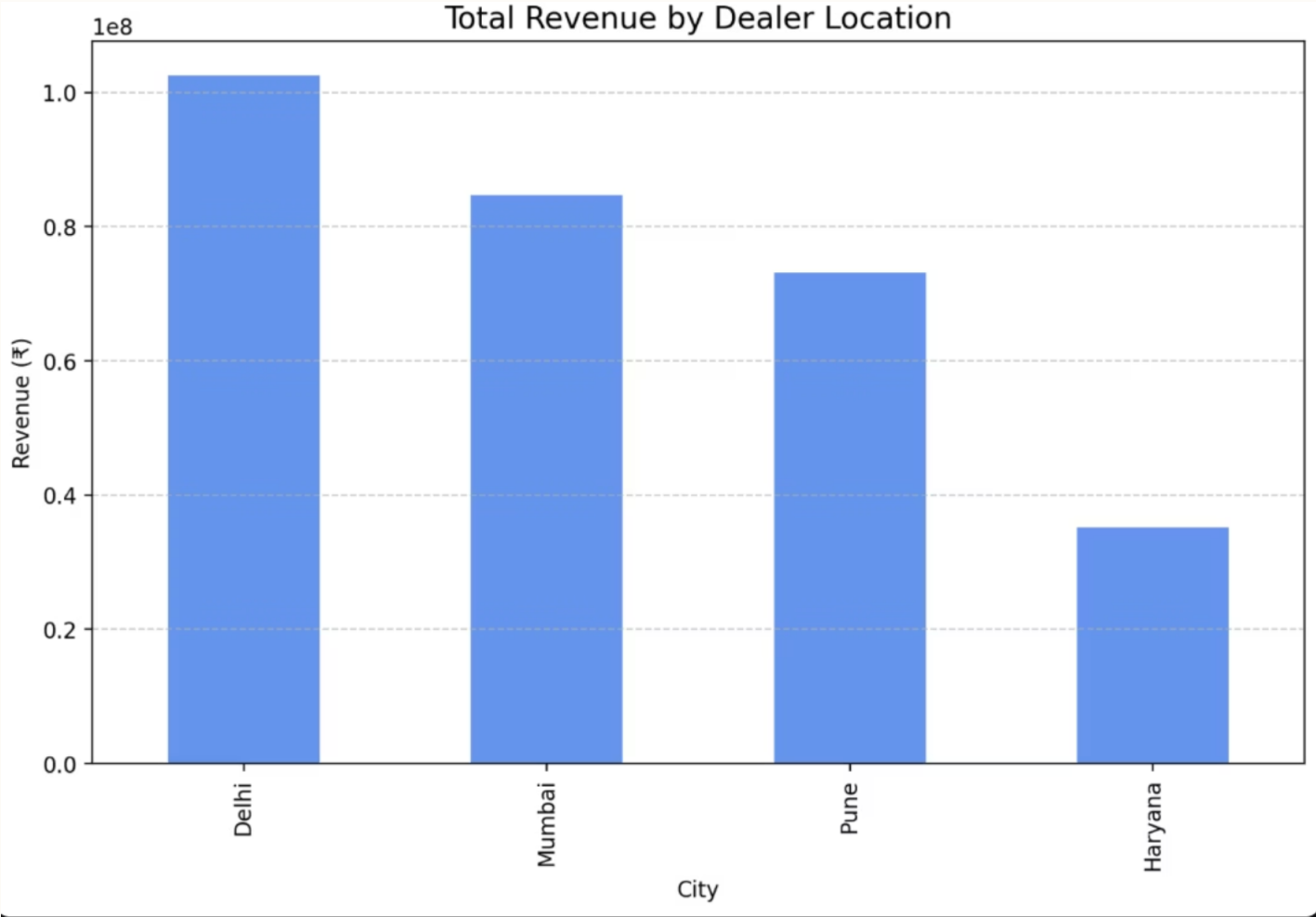


# Key Performance Indicators (KPIs)

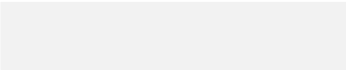
Our dashboard centralizes critical sales data, providing real-time insights to track performance.

<div></div> <div>Total Revenue</div> <div>₹15,500,000</div> <div>Overall sales value generated within the period.</div>	<div></div> <div>Units Sold</div> <div>350,000 units</div> <div>The total volume of products sold.</div>	<div></div> <div>Avg. Order Value</div> <div>₹4,500</div> <div>Average revenue per customer transaction.</div>
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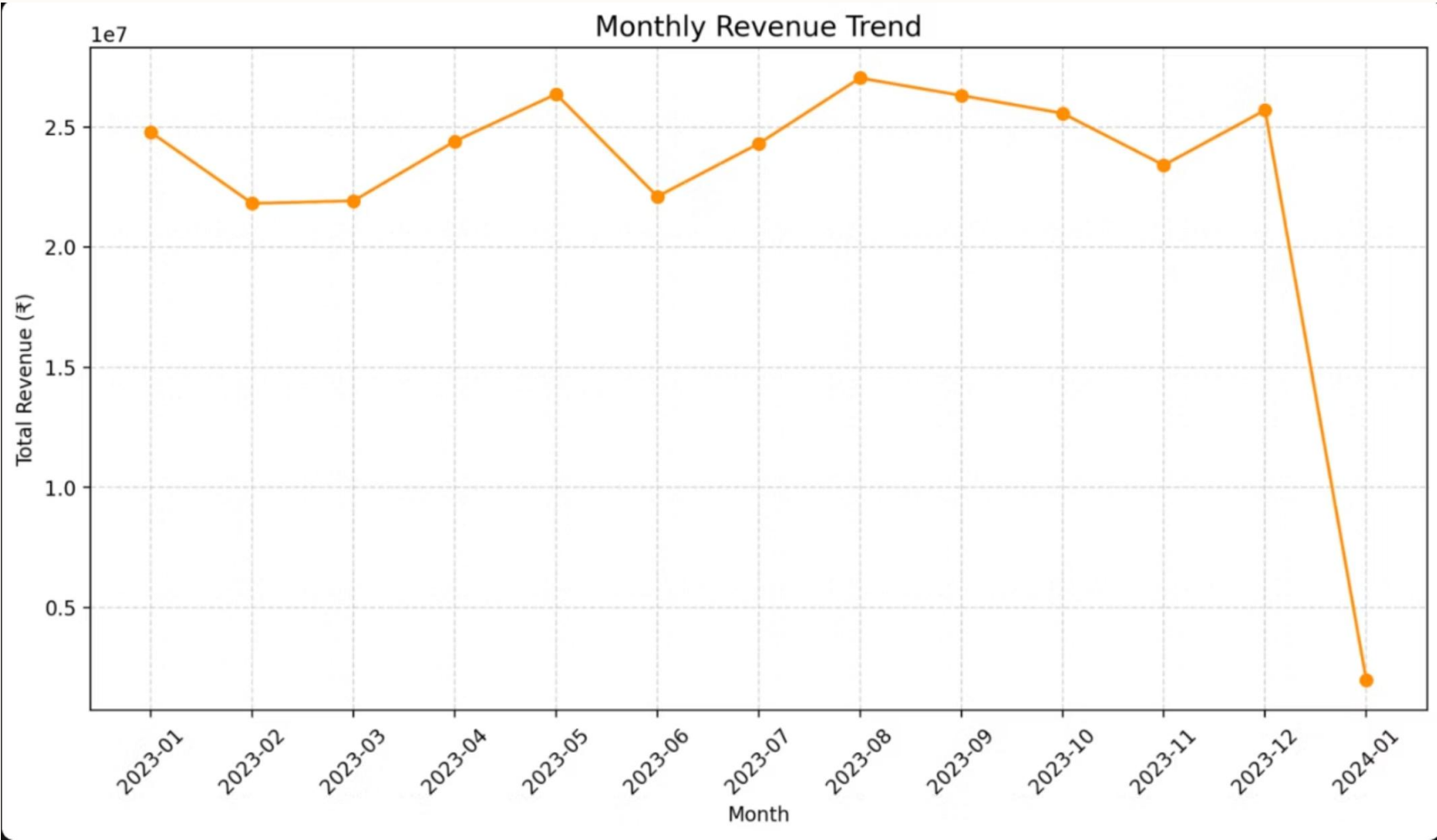
# Sales by Region



The **Delhi** region leads with ₹1.1M in revenue, reflecting strong market penetration. The Haryana region shows the lowest performance at ₹0.3M, indicating potential for targeted growth initiatives.

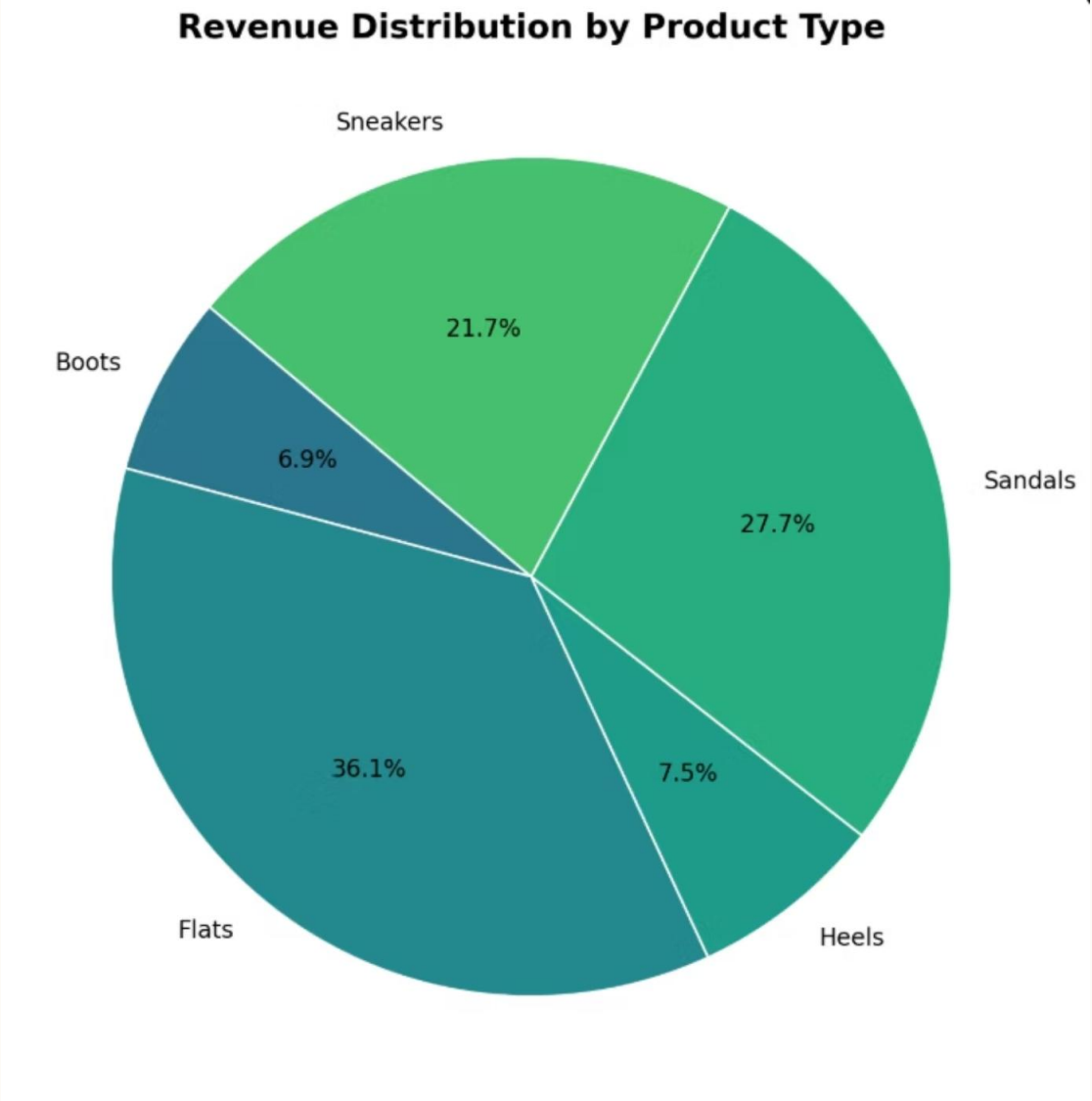


# Monthly Sales Trend



Revenue consistently grew from January to Aug, peaking at **₹2.8M in Aug**, likely due to seasonal demand or marketing campaigns. A dip in Jan, 2024 suggests a need to analyze year-end strategies.

# Revenue Share by Category



The **Flats** category dominates revenue with 36.1%, followed by **Sandals** at 27.7%. This highlights the primary drivers of sales and areas for focused inventory management and marketing efforts.



# Key Insights & Takeaways

## Peak Sales in Aug

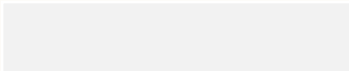
Sales reached their highest point in Aug, suggesting a strong seasonal trend or successful promotional activities during that month.

## Flats Lead Revenue

The Flats category is our top performer, contributing significantly to overall revenue, indicating high consumer demand.

## Haryana Region Needs Focus

The Haryana region shows the lowest sales performance, requiring targeted strategies like localized promotions or increased marketing spend.





# Conclusion & Recommendations

This dashboard provides a clear, data-driven view of our retail sales performance. By leveraging these insights, we can strategically optimize our operations and drive growth.

- **Target Promotions:** Implement promotional campaigns in low-performing months to stabilize revenue.
- **Regional Focus:** Invest in marketing and sales efforts in underperforming regions, like Haryana, to boost their contribution.
- **Product Optimization:** Continue to capitalize on high-performing categories like Flats while exploring growth opportunities for others.

Thank You!

# Looking Ahead: Next Steps for Optimization

