

SALES INSGHT

34.49M

Revenue

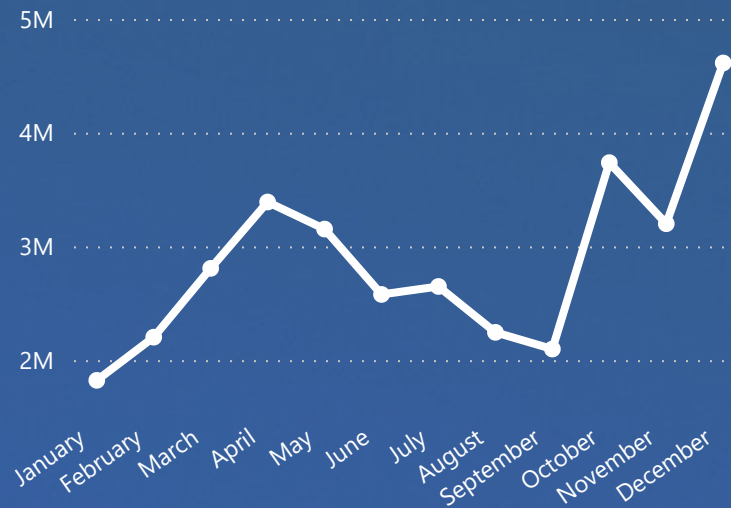
209K

Quantity Ordered

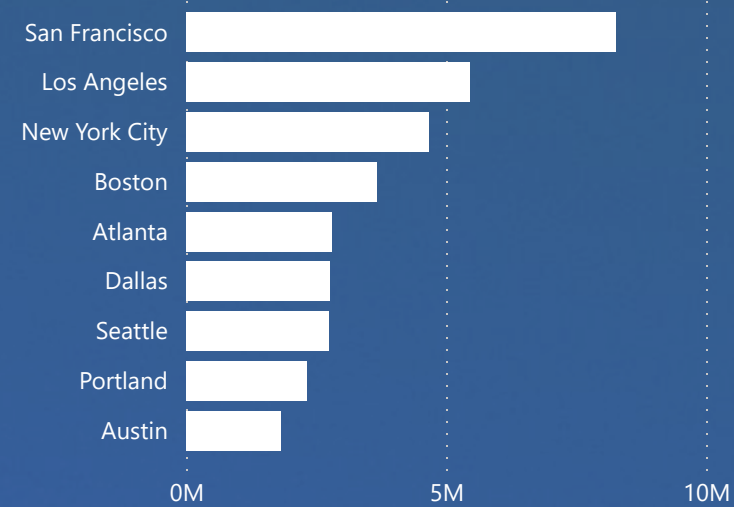
185.95K

Order Placed

Sales by Month



Sales Vs City



Year

All

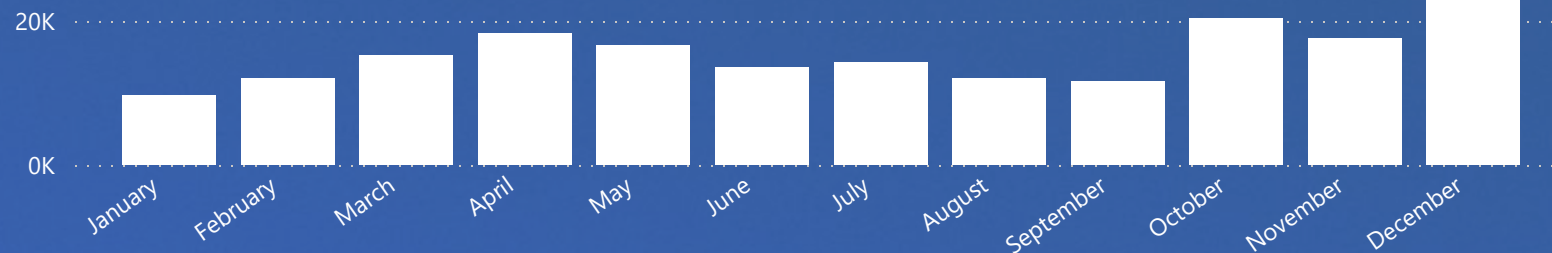
Month

All

Date

All

Order Placed Vs Month



▲ 202,905 |
▲ 59.17%

Profit KPI

Sales Vs Previous day

8.67K !

Goal: 131454 (-93.4%)

PRODUCT
INSIGHT

209K

Quantity Ordered

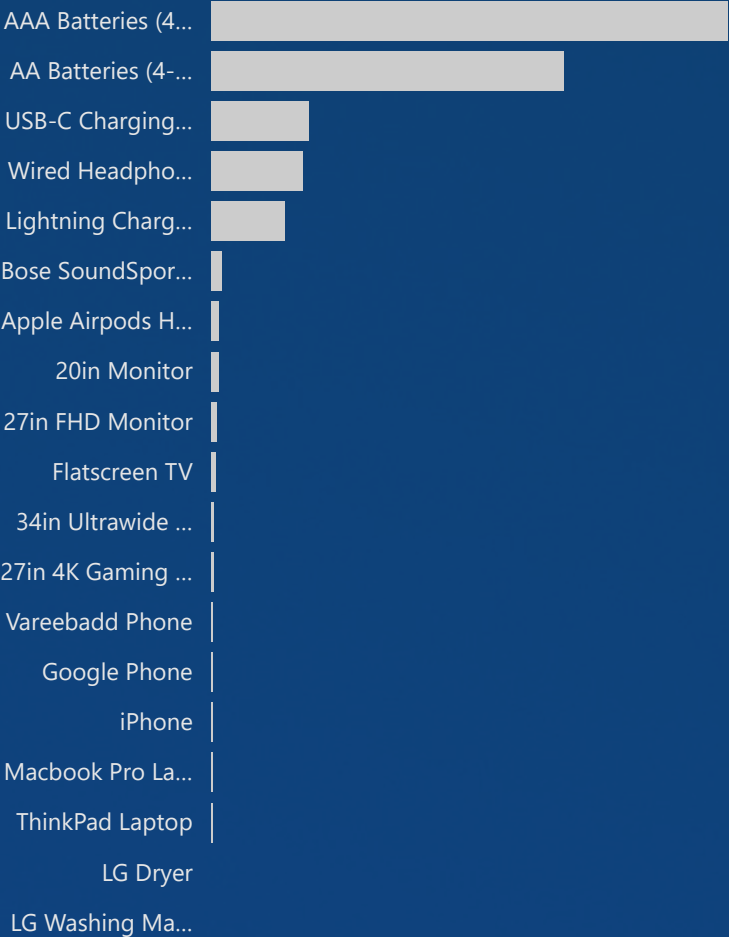
19

Count of Product

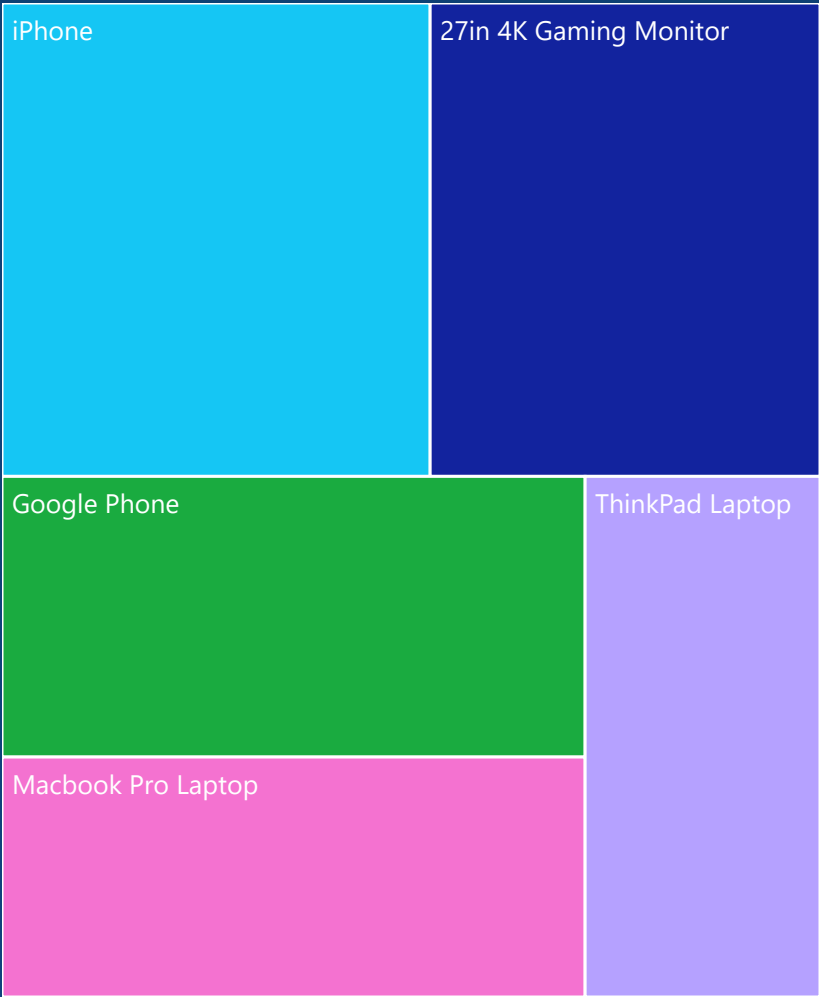
Product

All

Profit % by Product



Top 5 Product sold



| Product | Product Sold |
|----------------------------|--------------|
| USB-C Charging Cable | 21903 |
| Lightning Charging Cable | 21658 |
| AAA Batteries (4-pack) | 20641 |
| AA Batteries (4-pack) | 20577 |
| Wired Headphones | 18882 |
| Apple Airpods Headphones | 15549 |
| Bose SoundSport Headphones | 13325 |
| 27in FHD Monitor | 7507 |
| iPhone | 6842 |
| 27in 4K Gaming Monitor | 6230 |
| 34in Ultrawide Monitor | 6181 |
| Google Phone | 5525 |
| Flatscreen TV | 4800 |
| Macbook Pro Laptop | 4724 |
| ThinkPad Laptop | 4128 |
| 20in Monitor | 4101 |
| Vareebadd Phone | 2065 |
| LG Washing Machine | 666 |
| Total | 185950 |



This is Sales Analytics dashboard which is prepared to analyze the sales performance of the client. From this dashboard, we understand

Charts , Graphs and Key Performance Indicators (KPIs) used

- Revenue:
- Order Placed:
- Total Products:
- Monthly Sales:
- Region wise Sales:
- Top Products sold
- Profit KPI
- Sale vs Previous day KPI

These steps and components help to analyze and visualize the sales data effectively.

Insights:

1. **Revenue:** The total revenue is \$34.49 million.
1. **Total Orders:** There are a total of 185,950 orders.
2. **Total Unique Products:** There are 19 unique products in the dataset.
3. **Most Sales Months:** The months of October, November, and December have the highest sales, with Quarter Four being a high sales quarter, likely due to festivals and vacation seasons.
4. **Regional Revenue:** San Francisco contributes the most revenue, followed by Los Angeles (LA) and New York (NY).
5. **Top Products by Sales:** The top-selling products are MacBook, iPhone, and ThinkPad.