# Sales Analysis Dashboard Overview

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This interactive sales analysis dashboard provides a comprehensive view of the company's sales performance across various dimensions. Key performance indicators (KPIs) and visualizations offer insights into revenue generation, order patterns and customer behavior.

## Key Metrics
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Total Orders: 1000

Total Revenue: ₹35,20,984.00

Average Order-Delivery Time: 5.53 Days

Average Customer Spending: ₹3,520.98

## Data Visualizations
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### 1. Revenue by Occasions

- Displays revenue contributions across different occasions such as Anniversaries, Birthdays, Holi Diwali, Raksha Bandhan, and Valentine's Day.
- Significant revenue spikes can be observed during major celebrations.

### 2. Revenue by Category

- Categories including Cakes, Colors, Mugs, Plants, Soft Toys, Sweets and others are compared for their revenue generation.
- Colors contribute the highest revenue among all product categories.

### 3. Revenue by Hour (Order Time)

- Visualizes hourly revenue trends to identify peak order times.

- A clear surge in orders is seen during mid-day and evening hours.

### 4. Revenue by Months

- Provides an overview of monthly sales patterns.
- Noticeable revenue peaks in March and September suggest seasonal demand during festival months.

### 5. Top 5 Products by Revenue

- Lists the highest-selling products including Deserunt Box, Dolores Gift, Harum Pack, Magnam Set, and Quia Gift.

## 6. Top 10 Cities by Orders

  - Highlights geographical sales distribution with cities like Dhanbad, Imphal and Kavali leading in

   order volume.

## 7. Filters and Controls

- Order Date and Delivery Date Filters: Enables users to analyze data for specific timeframes.

- Occasion Filter: Allows segmentation of revenue based on particular events.


"This dashboard serves as a valuable decision-making tool by identifying revenue-driving products, understanding customer preferences, and optimizing operational strategies"