



Executive Dashboard



Market Intelligence

Executive Report

2023

2024

Female

Male

Choose Month

All



Executive Dashboard – Sales, Profit & Category Performance

A high-level overview of core KPIs, product category contribution, monthly trends, and customer retention metrics.

Total Sales

\$92.9M



Total Quantity Sold

8K



Total Profit

\$21.3M



Total Orders

1500



Customers with multiple orders

406



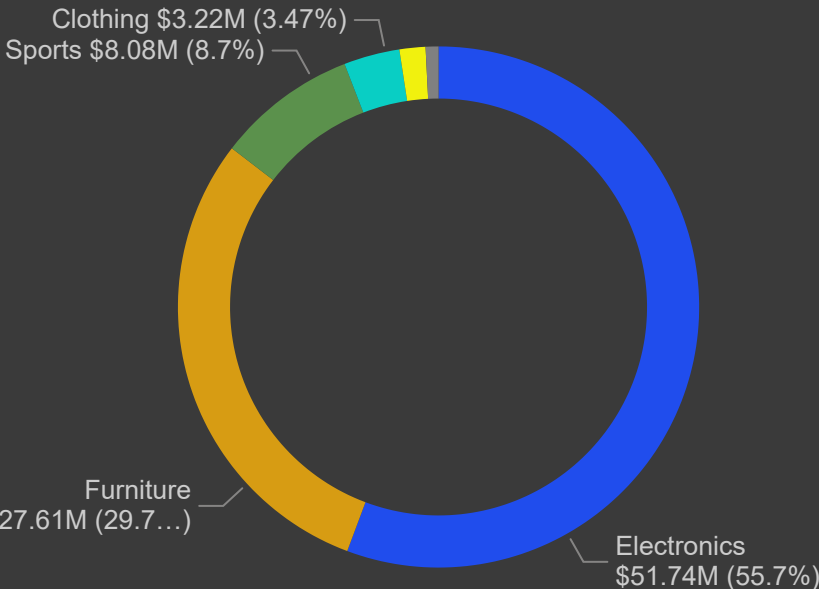
Returning Customers

84.58

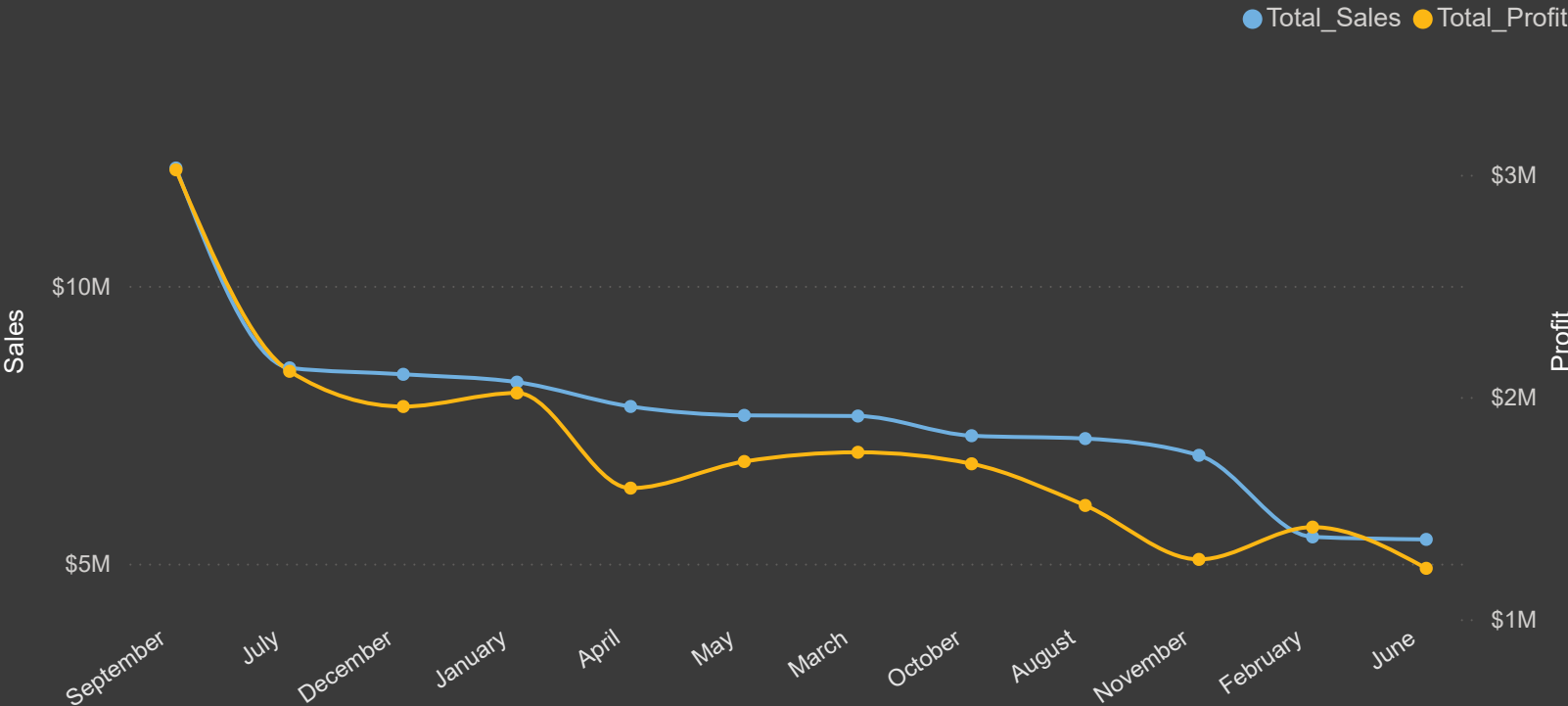


Electronics contributed 55.7% of revenue; highest sales peak in September; Online store accounts for 57% of revenue

Product Category Sales



Sales & Profit Performance (Monthly Trend)





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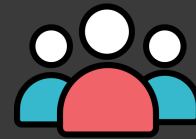
All

Customer, Market & Channel Intelligence

Customer segmentation, market distribution, and channel performance insights.

Total Customers

480

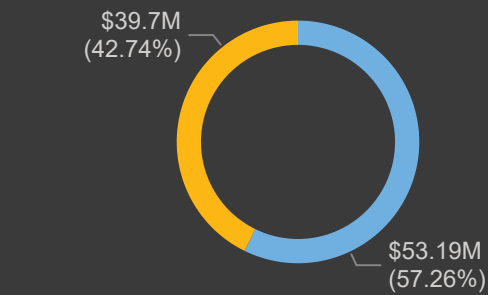


Avg Profit Margin

0.22

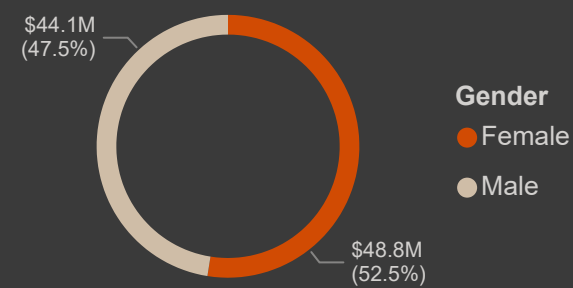


Sales by Store Type



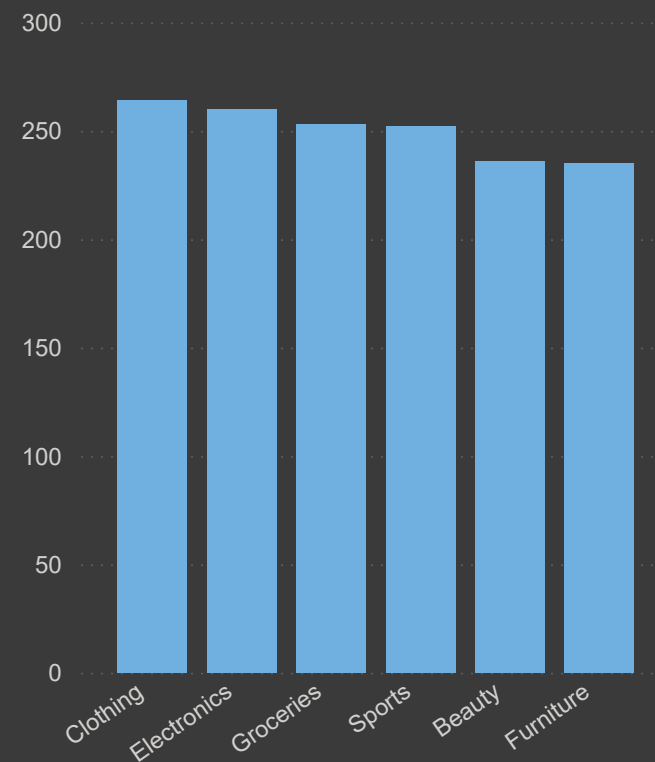
● Online ● Offline

Sales by Gender

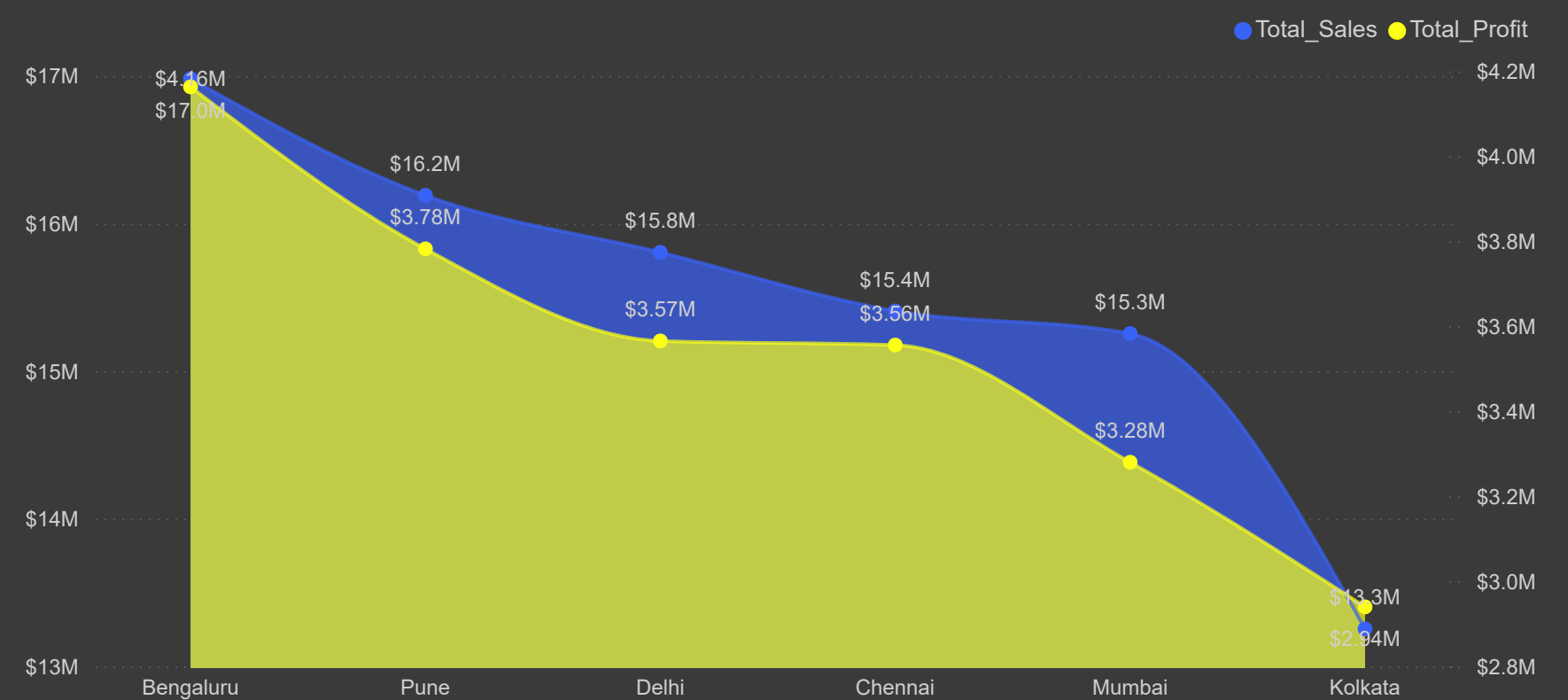


Gender
● Female
● Male

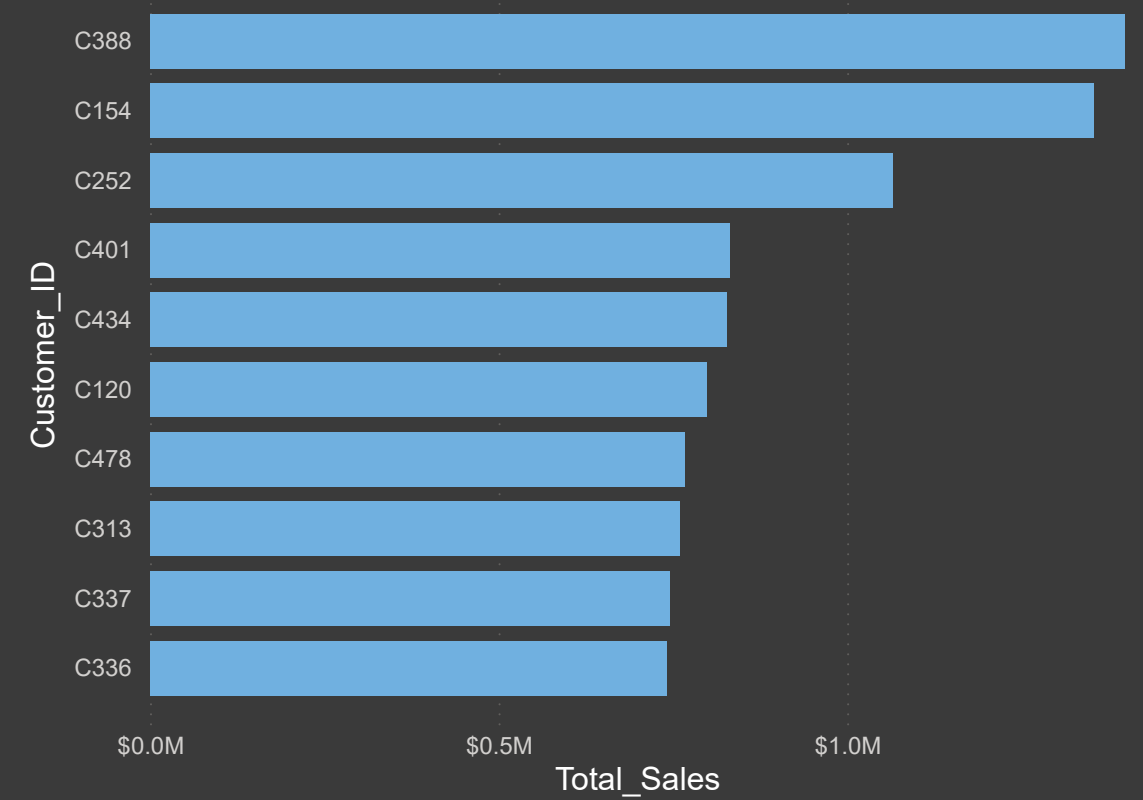
Order by Product Category



City-wise Sales and Profit



Sales by Cuustomers





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Strategic Insights & Executive Recommendations

High-impact summary guiding decision-making and operational focus.

Overall Performance

The business delivered a strong year with **\$92.9M in total sales**, **\$21.3M in profit**, **1,500 orders**, and **8K units sold**. Profit margins remained healthy at **22%**, supported by steady volume and high-value product categories. Growth momentum is consistent across key markets, with no major operational red flags observed.

Key Business Drivers

Electronics Leads the Portfolio

Electronics contributed **55.7% of total revenue**, establishing itself as the core growth engine. Furniture followed at **29.7%**. These two categories account for the bulk of overall performance and should remain operational priorities.

Online Channel Outperforms Offline

Online sales accounted for **57%** of revenue (\$53.19M) compared to offline's **43%** (\$39.7M). Digital continues to scale faster and offers better reach and efficiency.

Seasonality Drives a Clear Sales Peak

The highest revenue month was **September**, indicating strong festive-season demand and promotional responsiveness. Aligning stock, marketing, and pricing around this peak window will maximize ROI.

City-Level Performance Is Strong and Balanced

Bengaluru leads with **\$17.0M**, closely followed by Kolkata and Chennai. Performance across cities remains consistently high, offering a stable regional distribution

Customer Behavior Insights

High Retention = Strong Loyalty Backbone

84.58% of customers returned, and **406 customers made multiple orders**, indicating strong satisfaction and repeat engagement. Retention is a competitive advantage and reduces acquisition pressure.

Customer Base Size

A total of **480 customers** drove all revenue, showing a focused but loyal customer footprint.

Strategic Opportunities

- **Scale Online Operations:** Increase digital promotion, optimize UX, and drive category bundles.
- **Double Down on Electronics:** Expand assortment, premium segments, and marketing leadership.
- **Strengthen Retention Programs:** Launch loyalty tiers for multi-order customers to lift repeats.
- **Exploit City Potential:** Pune and Mumbai show volume but slightly lower revenue—prime for expansion.

Executive Takeaway

The business is running on a **strong product engine, loyal customer base, and high-performing digital channel**. With targeted investments in online expansion, category management, and retention strategy, the company is well-positioned to scale both revenue and profitability in the next cycle.