



## Executive Dashboard – Sales, Profit & Category Performance

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

Executive Dashboard

Market Intelligence

Executive Report

2023

2024

Female

Male

Choose Month

All

Total Sales

\$92.9M



Total Quantity Sold

8K



Total Profit

\$21.3M



Total Orders

1500



Customers with multiple orders

406



Returning Customers

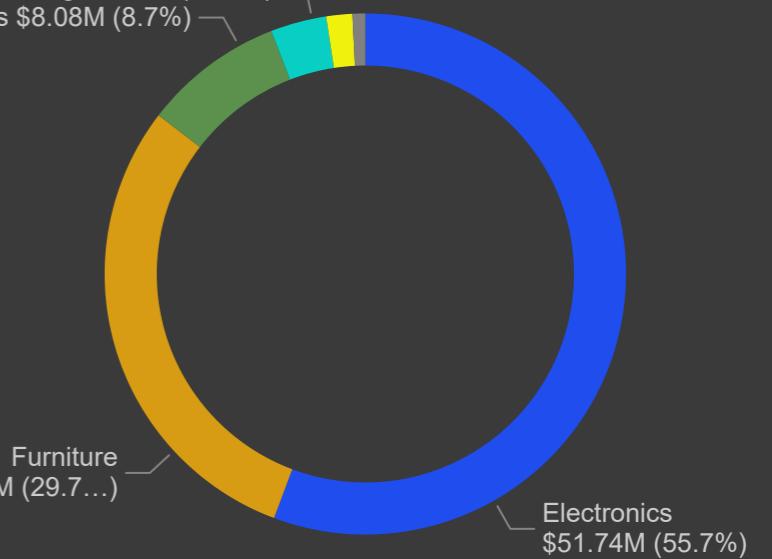
84.58



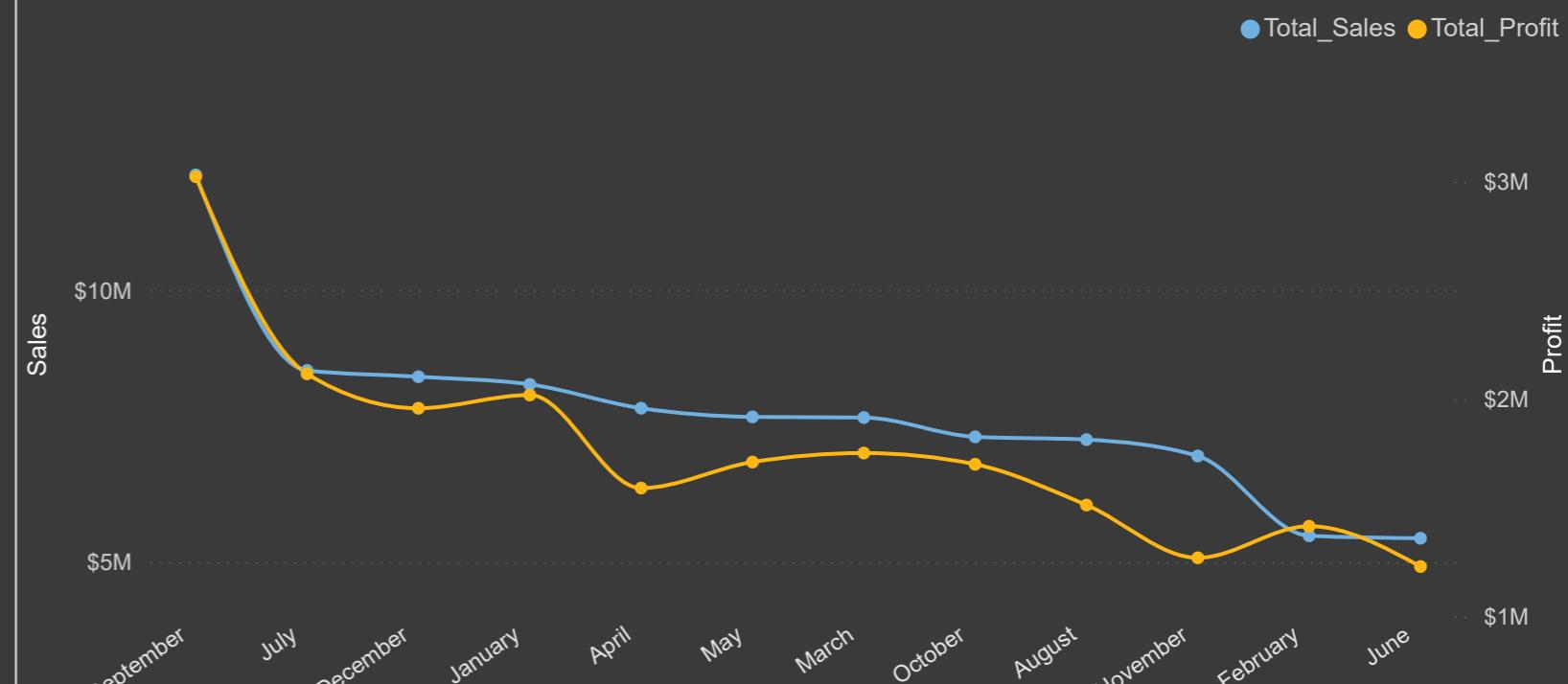
Electronics contributed 55.7% of revenue; highest sales peak in September; Online store accounts for 57% of revenue

### Product Category Sales

Clothing \$3.22M (3.47%)  
Sports \$8.08M (8.7%)



Sales & Profit Performance (Monthly Trend)





## Customer, Market & Channel Intelligence

Customer segmentation, market distribution, and channel performance insights.

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2023

2024

Female

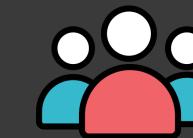
Male

Choose Month

All

Total Customers

480

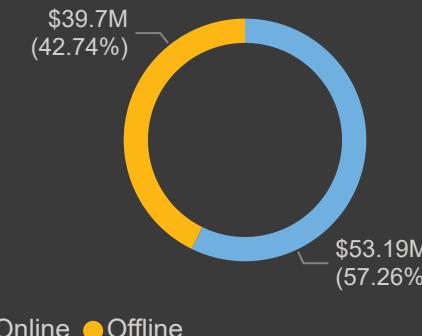


Avg Profit Margin

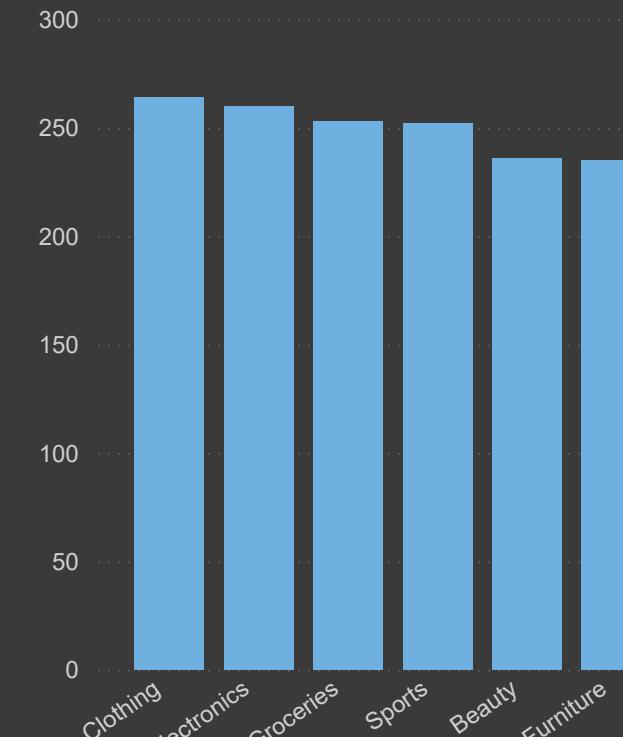
0.22



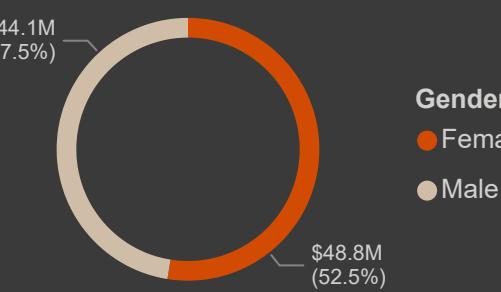
Sales by Store Type



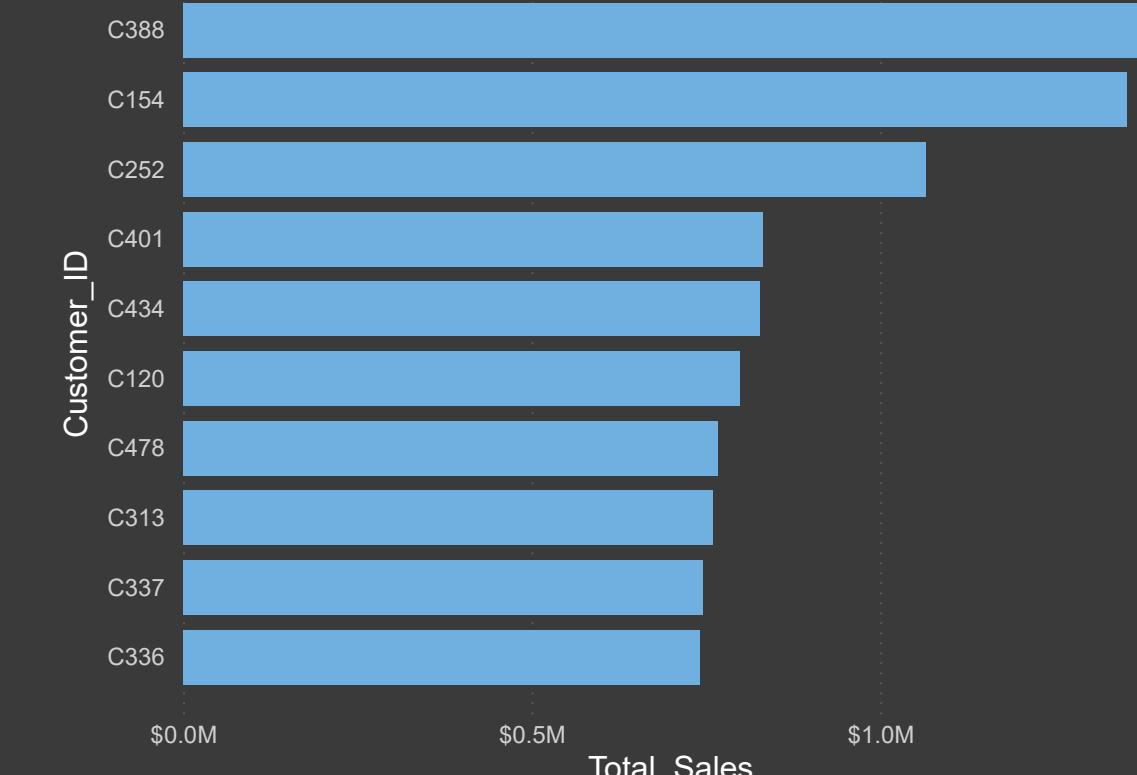
Order by Product Category



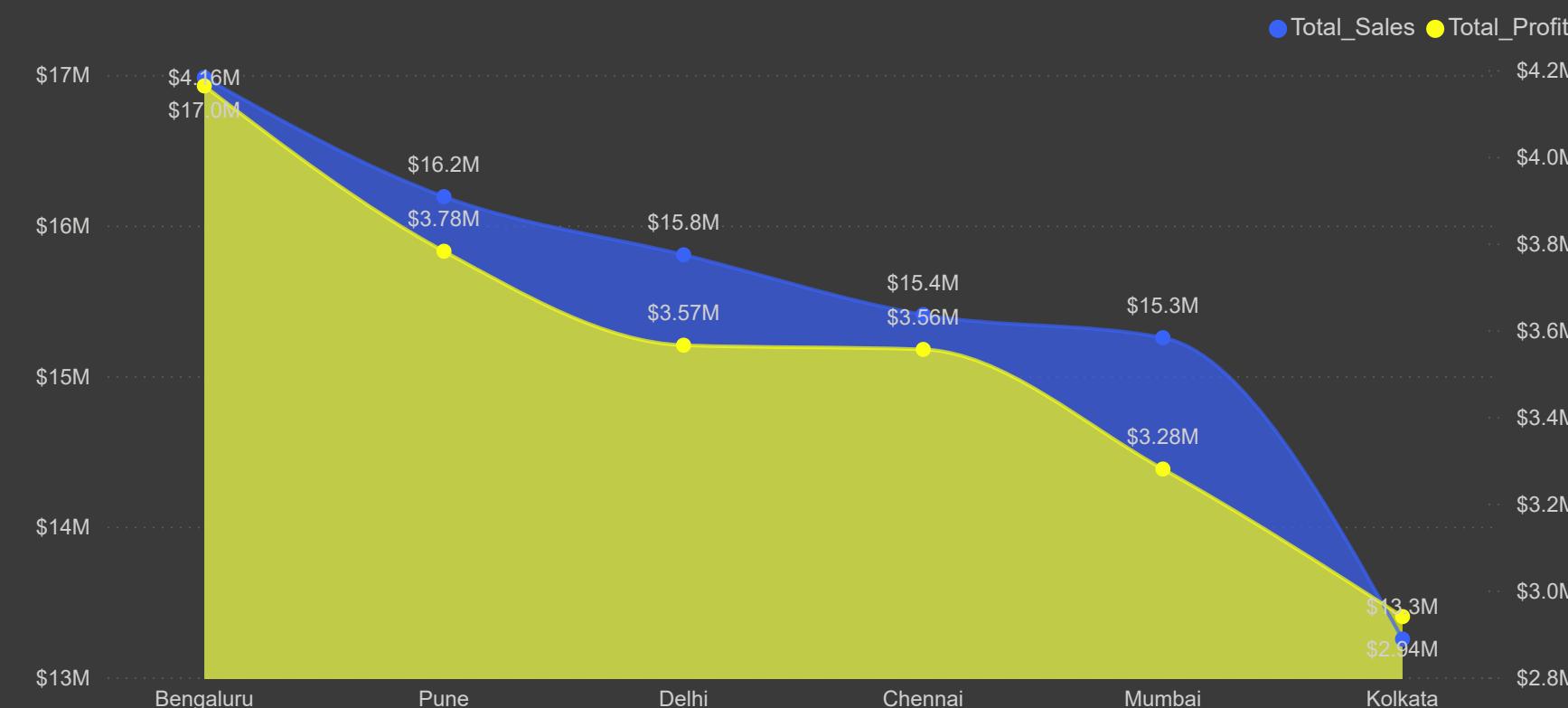
Sales by Gender



Sales by Cuustomers



City-wise Sales and Profit





## Strategic Insights & Executive Recommendations

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

Executive Dashboard

Market Intelligence

Executive Report



### 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.