

Techno Globe Sales Dashboard

This analysis report is based on the **Techno Globe Sales Dashboard**. As a data analyst, I have evaluated these visualizations to provide a comprehensive look at the company's financial health, operational efficiency, and market segmentation.

Financial Performance Overview

Techno Globe has maintained a strong market presence with substantial revenue generation and healthy profit margins.

- **Total Revenue:** The Company achieved a total sales volume of **1.57M**.
 - **Profitability:** Total profit stands at **175K**, indicating a consistent conversion of sales into earnings.
 - **Sales Volume:** A total of **22K units** were moved during the reporting period.
 - **Operational Efficiency:** The average delivery metrics are tracked at **23K**.
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Sales and Profit Trends (2019–2020)

Comparing the 2019 and 2020 fiscal years reveals significant growth patterns:

- **Profit Volatility:** Monthly profit by year shows a significant peak in **October 2020**, reaching nearly **20K**, followed by a sharp decline in November.
 - **Sales Momentum:** Total monthly sales show a steady upward trend toward the end of the year, with **October and November 2020** outperforming the same period in 2019.
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Market Segmentation & Consumer Behaviour

Understanding "who" is buying and "how" they are paying is critical for targeted marketing.

Customer Segments

- **Consumer:** This is the largest segment, driving **48%** of total sales.
- **Corporate:** Accounts for **33%** of revenue.
- **Home Office:** Represents the smallest share at **19%**.

Payment & Shipping Preferences

- **Payment Modes:** Cash on Delivery (COD) is the preferred method at **43%**, followed by Online payments (35%) and Cards (22%).
- **Shipping Strategy:** Standard Class is overwhelmingly the preferred shipping mode, generating **0.91M** in sales, which is significantly higher than Second Class (**0.31M**) and First Class (**0.24M**).

Product Category Analysis

Techno Globe’s inventory is diversified across three primary categories, with specific sub-categories driving the bulk of the volume.

Category	Total Sales	Top Sub-Categories	Revenue
Office Supplies	0.64M	Phones	0.20M
Technology	0.47M	Chairs	0.18M
Furniture	0.45M	Binders	0.17M

Strategic Recommendations

- Optimize Shipping Logistics:** Since **Standard Class** represents the majority of orders, any small efficiency gain in this shipping tier will have a massive impact on the bottom line.
 - Digital Payment Incentives:** With **COD** still at 43%, the company could improve cash flow by offering small discounts or loyalty points for **Online** or **Card** payments.
 - Capitalize on Q4 Seasonality:** The data shows a massive spike in sales and profit during October. Techno Globe should increase inventory and marketing spend starting in September to fully capture this annual surge.
 - Targeted Corporate Growth:** The **Corporate** segment is substantial (33%) but trails the general consumer. B2B-specific promotions on high-revenue items like **Phones** and **Chairs** could bridge this gap.
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