Summary:Sales Analysis Dashboard with Percentage Insights

This detailed Sales Analysis dashboard provides critical insights into sales performance, customer preferences, and revenue distribution. Below are the highlights:

1. Key Metrics

- **Total Orders**: 1,000
- **Total Revenue**: ₹35,20,984
- **Average Order-Delivery Time**: 5.53 days
- **Average Customer Spending**: ₹3,520.98

2. Revenue Breakdown by Occasions

- **Anniversary**: ₹7,00,000 (~20% of total revenue)
- **Raksha Bandhan**: ₹6,50,000 (~18.5% of total revenue)
- **Holi**: ₹6,00,000 (~17% of total revenue)
- **Valentine's Day**: ₹3,50,000 (~10% of total revenue)
- **Diwali**: ₹4,00,000 (~11.4% of total revenue)
- **Birthday**: ₹4,50,000 (~12.8% of total revenue)

Insight: Anniversary and Raksha Bandhan dominate with nearly **39% of total revenue combined,** making them high-priority occasions for sales.

3. Revenue by Product Category

- **Colors**: ₹10,00,000 (~28.4% of total revenue)
- **Soft Toys**: ₹6,00,000 (~17% of total revenue)
- **Cake**: ₹2,00,000 (~5.7% of total revenue)
- **Mugs**: ₹3,00,000 (~8.5% of total revenue)
- **Raksha Bandhan Gifts**: ₹4,00,000 (~11.4% of total revenue)
- **Sweets**: ₹3,20,000 (~9.1% of total revenue)

Insight: **Colors and Soft Toys** together account for nearly **45% of revenue**, suggesting their immense popularity.

4. Revenue by Month

- **March**: ₹8,00,000 (~22.7% of total revenue)
- **August**: ₹7,50,000 (~21.3% of total revenue)
- **November**: ₹6,50,000 (~18.5% of total revenue)

Insight: March alone contributes **over one-fifth of the total revenue**, indicating a high-performing month.

5. Top Performing Products

- **Magman Set**: ₹1,20,000 (~3.4% of total revenue)
- **Dolores Gift**: ₹1,00,000 (~2.8% of total revenue)
- **Quia Gift**: ₹95,000 (~2.7% of total revenue)
- **Deserunt Box**: ₹85,000 (~2.4% of total revenue)
- **Harum Pack**: ₹90,000 (~2.5% of total revenue)

Insight: The top 5 products alone contribute around **14% of the total revenue**, showcasing their significance.

6. Geographic Insights

- **Top Cities by Orders**: Dhanbad, Imphal, and Bilaspur collectively contribute around **30-35% of total orders**, highlighting them as key target markets.

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7. Customer Behavior

- **Order Timing**: Customer activity peaks between **10 AM to 6 PM**, with a notable surge around **12 PM - 2 PM**, contributing around **40% of daily revenue**.

Insight: Strategically targeting promotions during these peak hours can boost sales further.