

Sales Analysis Summary

This dashboard provides insights into sales performance, customer behavior, and product trends.

Key Metrics:

Total Orders: 1,000

Total Revenue: ₹3,520,984.00

Average Customer Spend: ₹3,520.98

Average Delivery Time: 5.53 days

Key Insights:

Top-Selling Product: Deserunt Box

Best-Performing Category: Colors

Peak Sales Months: July & August

Highest Sales by Occasion: Birthdays & Anniversaries

Most Orders by City: Agra, Berhampore, and Bharatur

Peak Purchase Time: 3 AM – 5 AM

Recommendations:

Focus on high-demand products and categories.

Optimize inventory for seasonal sales spikes.

Improve delivery efficiency to reduce wait times.

Target top cities with promotions and marketing.

This analysis helps improve sales strategy and customer experience based on data trends.