

# BuildersHaul Sales Dashboard Report

**Project Overview** This report provides a summary and analysis of the BuildersHaul Sales performance dashboard. The dashboard focuses on revenue performance, sales volume, delivery efficiency, customer behavior, and regional contributions to total revenue.

## Key Performance Indicators (KPIs)

- **Total Revenue:** \$2,585,074M (19% increase compared to last year)
- **Total Quantity Sold:** 2,445 units (20% growth vs last year)
- **Average Unit Price:** \$100K
- **Average Delivery Time:** 7 days

**Revenue Analysis** Monthly revenue trends indicate a strong growth pattern, with significant improvement from March onwards. Although minor fluctuations are observed in mid-year, overall performance remains positive, ending the year with higher revenue than it began.

**Payment Method Distribution** Revenue is almost evenly distributed across Bank Transfer, Cash, and Credit Card payment methods. This indicates flexibility in customer payment preferences and reduced dependency on a single payment channel.

**Customer Revenue Share** Customer revenue contribution is evenly split between repeat and one-time customers (50% each). This suggests opportunities to improve customer retention strategies to increase repeat business.

**Material Type Performance** Sand generates the highest revenue among all material types, followed by Granite and Stones. This insight can guide inventory planning and targeted marketing efforts towards high-performing materials.

**Regional Revenue Distribution** The East region contributes the highest share of total revenue, followed closely by the West. The North and South regions show relatively lower performance, highlighting potential areas for market expansion.

**Marketing Spend vs Revenue** The scatter plot shows a positive relationship between marketing spend and total revenue. Higher marketing investment generally corresponds with increased revenue, validating the effectiveness of marketing activities.

## Conclusion

- Increase marketing focus in underperforming regions (North and South).
- Strengthen customer loyalty programs to improve repeat customer revenue.
- Prioritize high-revenue materials such as Sand for inventory and promotions.
- Maintain diverse payment options to sustain customer convenience.