

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.