Sales Dashboard Report

📌 Key Numbers

Total Revenue: $91,124,500

Average Sale per Transaction: $303,748.33

Total Quantity Sold: 1,469 units

Top-Selling Product: Bag (Accessories) – 206 units

Most Profitable Product: Laptop

Top Fashion Product: Shoes

Top Electronic Product: Headphones

Category Comparison:

Fashion sold the highest quantity but earned the least revenue

Electronics generated the highest revenue

Insights

1. Promote laptops more

Laptops are already the most profitable, meaning every sale gives the company a big push. Promoting it more will increase overall revenue.

2. Customers trust the brand

If customers are confidently spending 300k per purchase, that means trust is strong.

You can build on that by introducing:

Referral bonuses

Loyalty points

VIP rewards

This will encourage current customers to bring more buyers.

3. Fashion needs stronger marketing

Fashion products move fast (high quantity sold), but the money is not matching the effort.

You should:

Push more ads

Improve pricing strategy

Add bundles or discounts

Use influencers for fashion items

This can help increase revenue, not just quantity.

4. Accessories are doing well

Bags selling 206 units shows people like affordable, everyday items.

You can:

Add more accessories

Create combo deals (e.g., bag + shoes)

5. Electronics are your cash cow

Even though electronics aren't sold as much as fashion, they bring in the most money.

So you should:

Run targeted ads

Offer installment plans

Push high-value items like laptops

Final insights

Electronics drive the highest revenue, especially laptops which are the most profitable item. Fashion moves the highest quantity but generates the lowest revenue, meaning it needs stronger advertising and better pricing strategies. Bags in the accessories category are the overall best-selling product. With customers spending an average of $303k per transaction, brand trust is strong, so introducing referral bonuses and loyalty programs can help attract more buyers.