

Business Analytics Report for ElectroHub

Sales & Profit Analysis Dashboard

1. Executive Summary

This report provides a comprehensive analysis of **ElectroHub's** sales performance, profit trends, and customer behavior. It leverages **data visualization** to uncover key business insights and trends that will aid decision-making. The primary objectives include identifying **top-performing products**, understanding **sales trends**, evaluating **discount effectiveness**, and analyzing **customer purchase behavior**.

Project Requirements

The objective of this report is to analyze key business metrics for **ElectroHub** based on the following requirements:

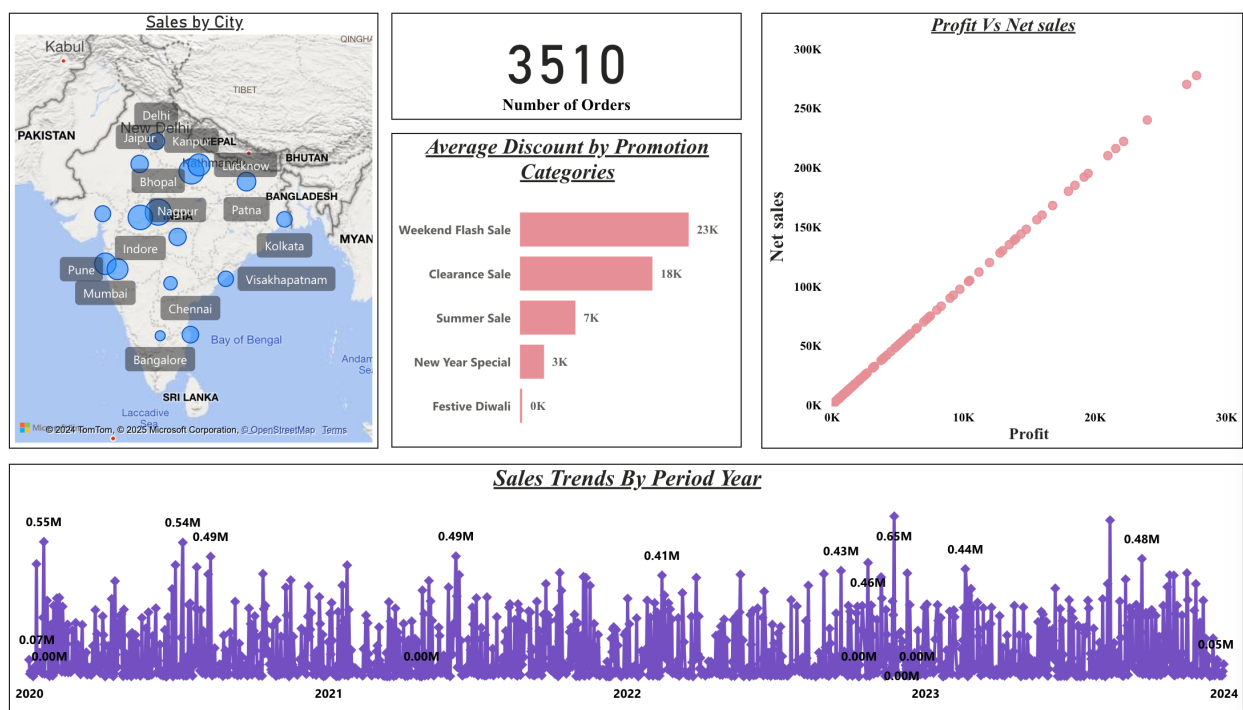
1. Identify **Top/Bottom 5 products** based on Sales, Profit, and Quantity Sold.
2. Analyze **sales trends over time** (daily, monthly, quarterly, annually).
3. Show the **relationship between sales & profit**.
4. Compare **sales/profit/quantity** between selected time periods.
5. Evaluate the **average discount offered** in each discount category.
6. Determine the **total number of orders**.
7. Provide an interactive view of **Sales/Profit/Discount/Net Sales** with visual filters.
8. Show **sales distribution across different cities**.

2. Key Insights & Visualizations

2.1. Sales Performance Overview

- **Total Number of Orders: 3,510**
- **Total Sales: 122M**
- **Total Profit: 12.2M**
- **Total Quantity Sold: 7.1K**

This high-level KPI section provides a **quick snapshot** of the overall business performance.



2.2. Sales Trends Analysis

How Do Sales Trends Vary Over Time?

- The **Sales Trends by Period Year** chart shows fluctuations in sales over time.
- The peak sales periods were observed in **2021 and 2023**, with sales reaching as high as **0.65M** in a single period.
- There were certain periods of **low sales activity**, suggesting potential seasonal demand shifts.

✓ Business Recommendation:

- **Identify peak seasons and leverage targeted promotions** during high sales months.
- **Analyze reasons for dips in sales and optimize inventory levels accordingly.**

2.3. Product Performance: Top & Bottom 5

📌 Best Performing Products (By Net Sales, Profit, and Quantity Sold)

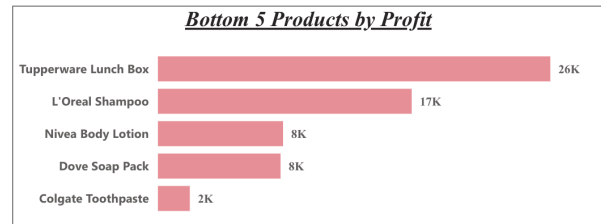
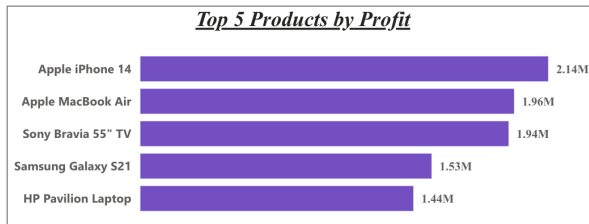
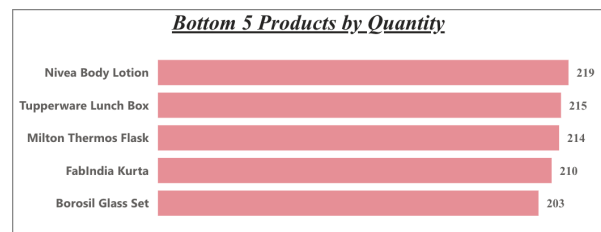
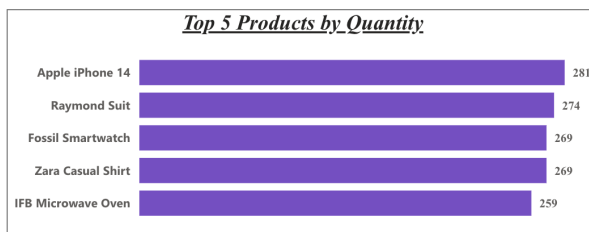
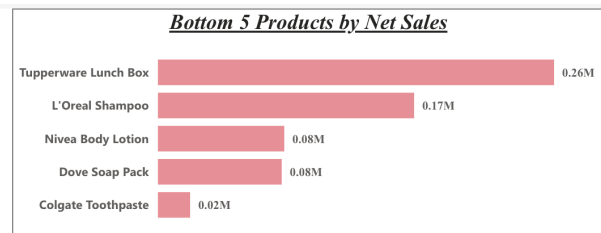
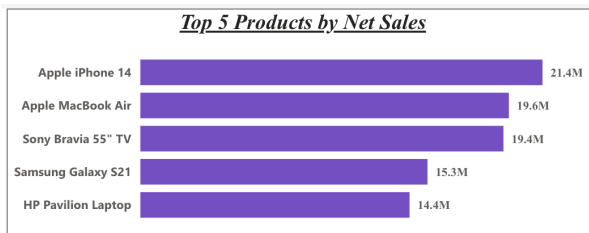
- **Apple iPhone 14** leads in **all three categories**, making it the most valuable product.
- **MacBook Air** and **Sony Bravia 55" TV** are also among the top revenue-generating products.

⚠️ Worst Performing Products

- **Nivea Body Lotion, Tupperware Lunch Box, and Dove Soap Pack** have the lowest net sales and profits.
- **Low sales volume and revenue generation indicate potential issues** with pricing, demand, or marketing strategies.

✅ Business Recommendation:

- Increase **marketing & promotional offers** for underperforming products.
- Consider **stock optimization** for poorly performing items.



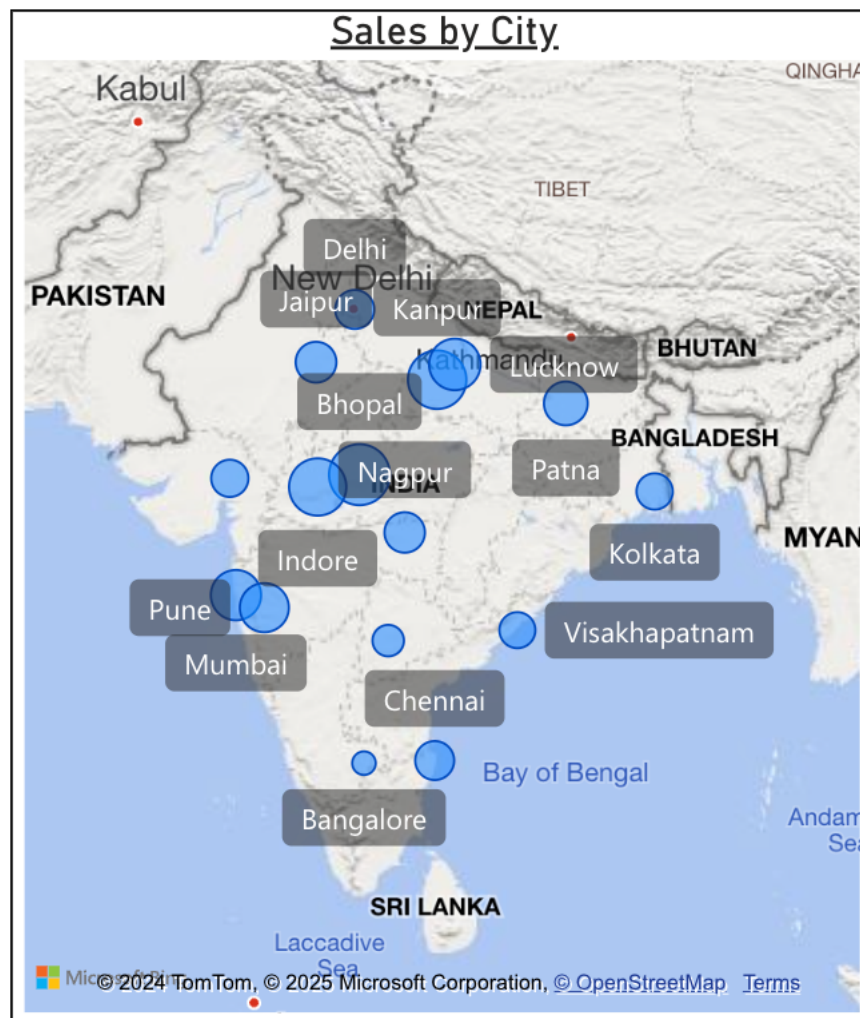
2.4. Sales Distribution by City

🌐 Which Cities Contribute the Most to Sales?

- Sales are **concentrated in metropolitan cities** such as **Delhi, Mumbai, Bangalore, Chennai, and Pune**.
- Some smaller cities like **Nagpur, Patna, and Lucknow** also show promising sales activity.

✅ Business Recommendation:

- Increase market penetration in **high-sales cities** with localized promotions.
- Conduct **targeted advertising in low-sales regions** to increase brand awareness.



2.5. Discount & Promotion Effectiveness

🎯 Which Discounts Drive the Most Sales?

- **Weekend Flash Sale** resulted in **23K worth of discounts**, making it the most effective promotion.
- **Clearance Sale (18K)** also contributed significantly.
- **Festive Diwali and New Year Special discounts** had **little to no impact** on sales.

✅ Business Recommendation:

- Continue **Weekend Flash Sales** as they significantly boost sales.
- Rethink **Diwali & New Year promotions**, possibly offering larger discounts or better marketing strategies.

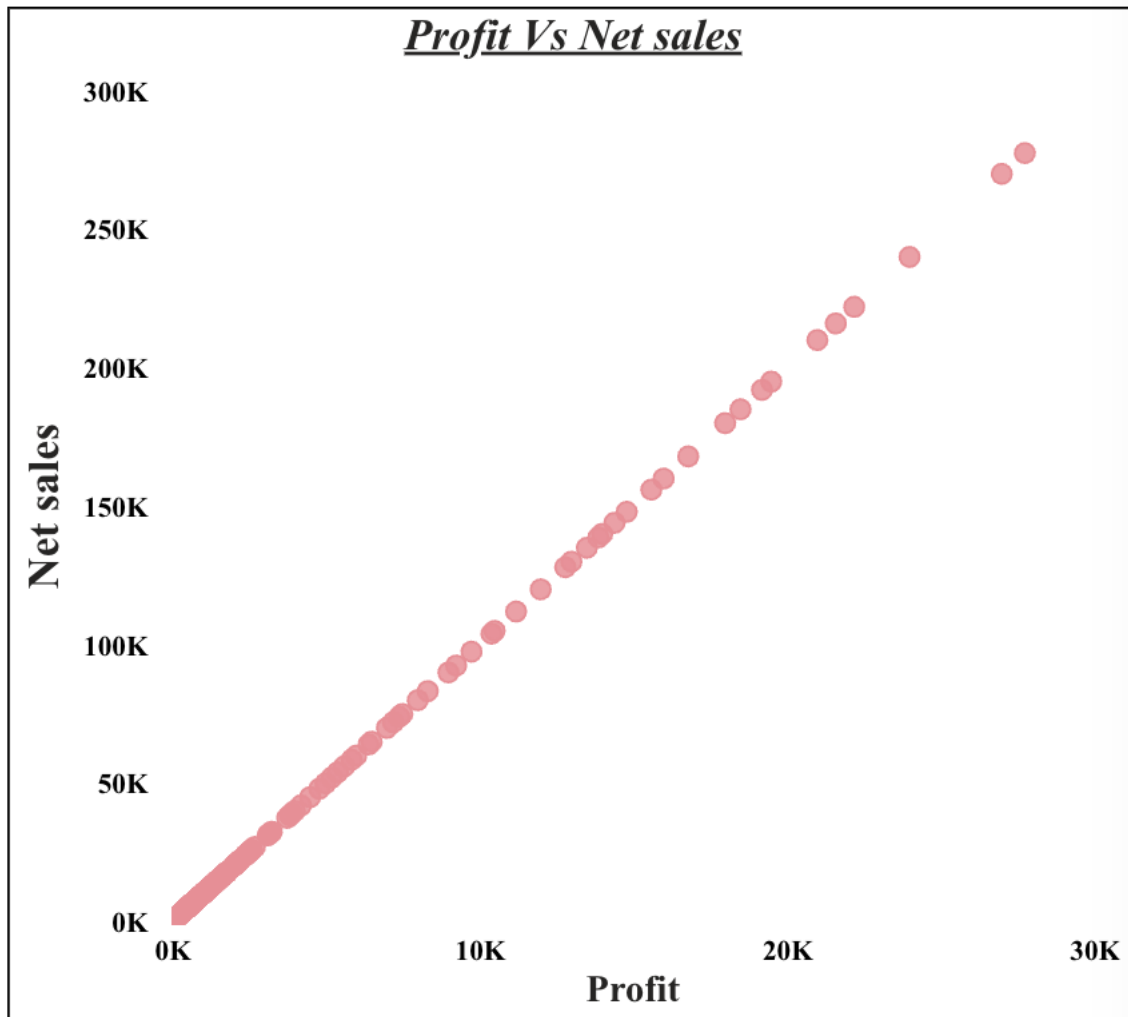


2.6. Profit vs. Net Sales Relationship

- The **Profit vs. Net Sales scatter plot** shows a **strong correlation**, indicating that **high sales generally translate into high profits**.
- **No major outliers** suggest a **consistent pricing strategy**.

✅ Business Recommendation:

- Maintain **profit-driven pricing models** while ensuring affordability for customers.
- **Experiment with bundling strategies** for low-margin products to boost overall revenue.



2.7. Comparative Sales Analysis (Custom Date Selection)

- Users can select **two different time periods** and compare **total sales, profit, and quantity sold**.
- The tool helps **businesses analyze performance trends across different time frames**.

✔ Business Recommendation:

- Use this feature to track the **impact of new strategies, product launches, and market shifts**.
- Compare **pre-pandemic vs. post-pandemic sales** to assess recovery trends.



