MYSHO SALES DASHBOARD REPORT

## 1. Executive Summary

The MYSHO Sales Dashboard provides an in-depth overview of the company’s overall sales performance. It visualizes revenue, profit, total orders, and sales distribution across different regions, genders, and products. The dashboard enables stakeholders to monitor performance metrics, track top-performing products, and identify growth opportunities. Through interactive visuals and KPIs, the dashboard supports data-driven decision-making by providing quick insights into profitability, customer demographics, and regional sales trends.

## 2. Objectives and Business Questions

Objectives:

* To analyze the sales performance of MYSHO across products, regions, and customer segments.
* To identify the most profitable products and regions.
* To understand customer buying patterns by gender and region.
* To provide actionable insights to improve sales strategy and profitability.

Key Business Questions:

1. Which products generate the highest profit and sales volume?  
2. How do total sales vary across different regions?  
3. What is the estimated cost distribution by gender?  
4. How does product quantity sold relate to revenue and profit?  
5. What are the overall company KPIs — total revenue, profit, and total orders?  
6. Which regions or products should the company focus on to increase growth?

## 3. Key Metrics and KPIs

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| --- | --- | --- |
| KPI | Description | Value (from dashboard) |
| Total Revenue | Overall revenue generated from all sales | ₹1.47K |
| Total Profit | Total profit earned from all products | ₹281.00 |
| Total Orders | Total number of completed orders | 1 |
| Quantity Sold | Total number of units sold | 316.00 |
| Top Region | Region contributing the most to sales | East |
| Top Product | Product with the highest profit | Laptop Sleeve / Digital Notebook |

## 4. Insights and Findings

* Top Performing Products: Items like laptop sleeves, notebooks, and digital organizers contribute significantly to overall profit.
* Regional Performance: The East region shows the highest total sales, indicating strong customer demand in that area.
* Profit Distribution: Profit is concentrated among a few high-demand products; diversification could increase stability.
* Gender Insights: Male customers show a slightly higher estimated cost compared to female customers, suggesting potential for targeted marketing.
* Quantity Sold: Total quantity sold is 316 units, aligning with the revenue trend, indicating consistent demand.
* Overall Business Health: The dashboard reveals positive sales performance with clear growth potential in underperforming regions.

## 5. Supporting Visuals

* Pie Chart – Profit by Product Name: Displays profit contribution of each product.
* Bar Chart – Total Sales by Region: Compares revenue across North, South, East, and West regions.
* Donut Chart – Quantity Sold: Shows total product quantity distribution.
* Bar Chart – Estimated Cost by Gender: Highlights spending differences between male and female customers.
* KPIs – Total Revenue, Profit, Total Orders: Key summary metrics shown on the dashboard header.
* Count of Product ID / Region: Visualizes the number of products and regional orders.

## 6. Limitations

* The dashboard does not include time-based analysis (e.g., monthly or yearly sales trends).
* Missing cost price or discount data, which limits profit margin depth.
* Lack of customer segmentation (e.g., age group, location, purchase frequency).
* No forecasting visuals to predict future sales performance.

## 7. Next Steps and Recommendations

* Data Expansion: Include order dates, customer demographics, and discount/cost details for deeper analysis.
* Add Trend Analysis: Introduce time-series charts (e.g., monthly sales growth).
* Improve Segmentation: Segment data by product category, customer type, or region for detailed insights.
* Incorporate Forecasting Models: Use Power BI forecasting tools to project future sales.
* Dashboard Enhancement: Add filters (by region, gender, date) for more interactive insights.
* Performance Tracking: Set up automated KPI targets and alerts for real-time decision-making.

## 8. Conclusion

The MYSHO Sales Dashboard successfully presents essential metrics and visualizations that help the company monitor and understand its sales performance. With further data enrichment and analytical enhancements, the dashboard can evolve into a robust business intelligence tool that supports strategic decision-making and long-term growth.