



Sales Performance Dashboard

End-to-End Sales Analytics using MySQL & Power BI

Home Page

Executive Overview

Product Performance

Region & Delivery

Customer & Payment

Recommendations

Executive Overview

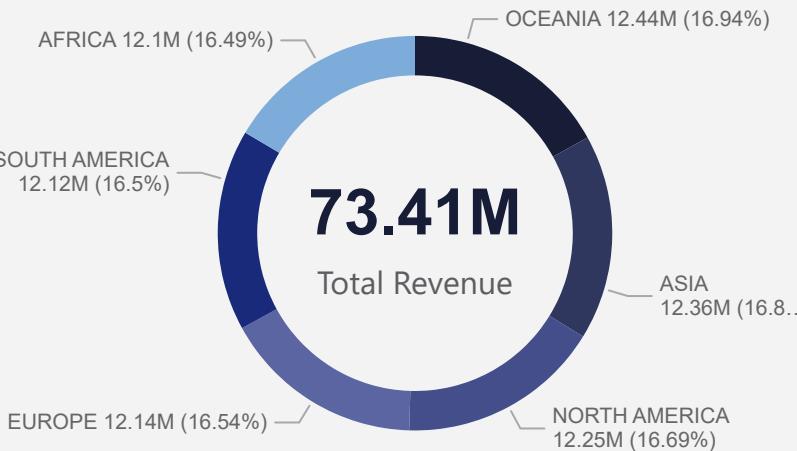
Product Performance

Region & Delivery

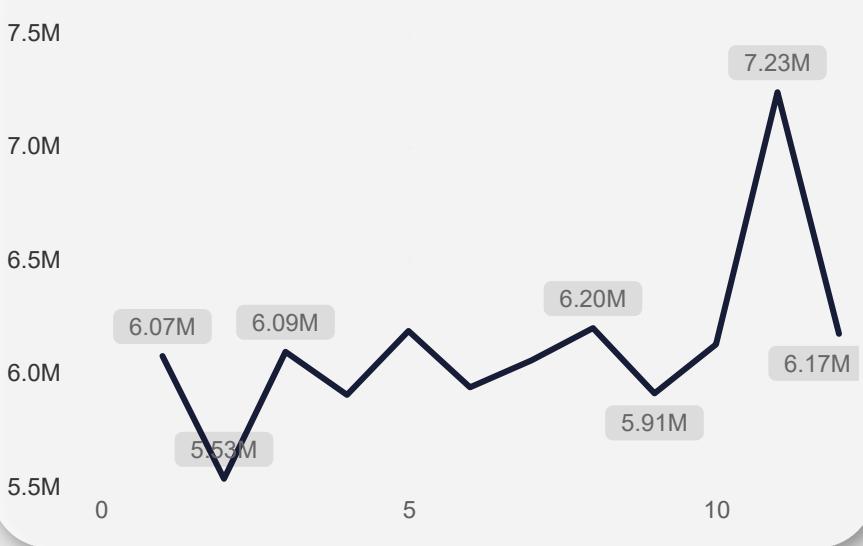
Customer & Payment

Recommendations

Revenue by Region



Revenue Trend



Total Revenue

73.41M



Total Orders

100K



Total Customers

100K



Average Order Value

734.15



Return Rate %

6.06%

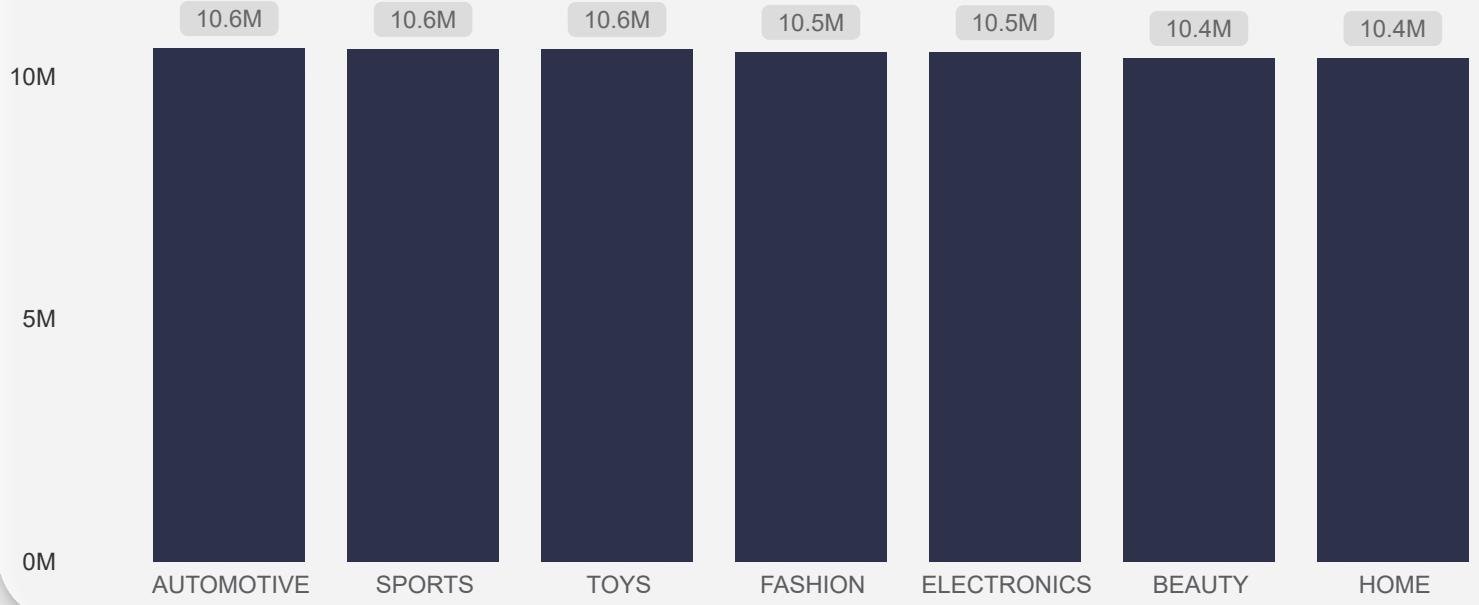


Revenue Growth %

50.70%



Revenue by Product Category



Product Performance

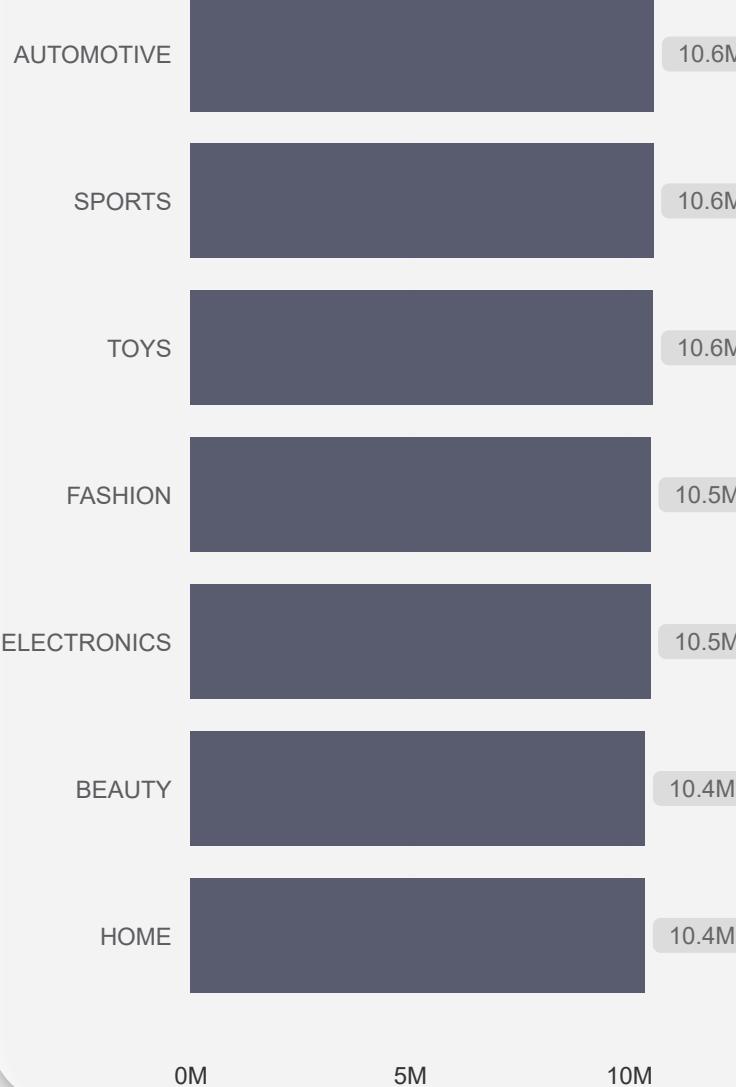
Executive Overview

Region & Delivery

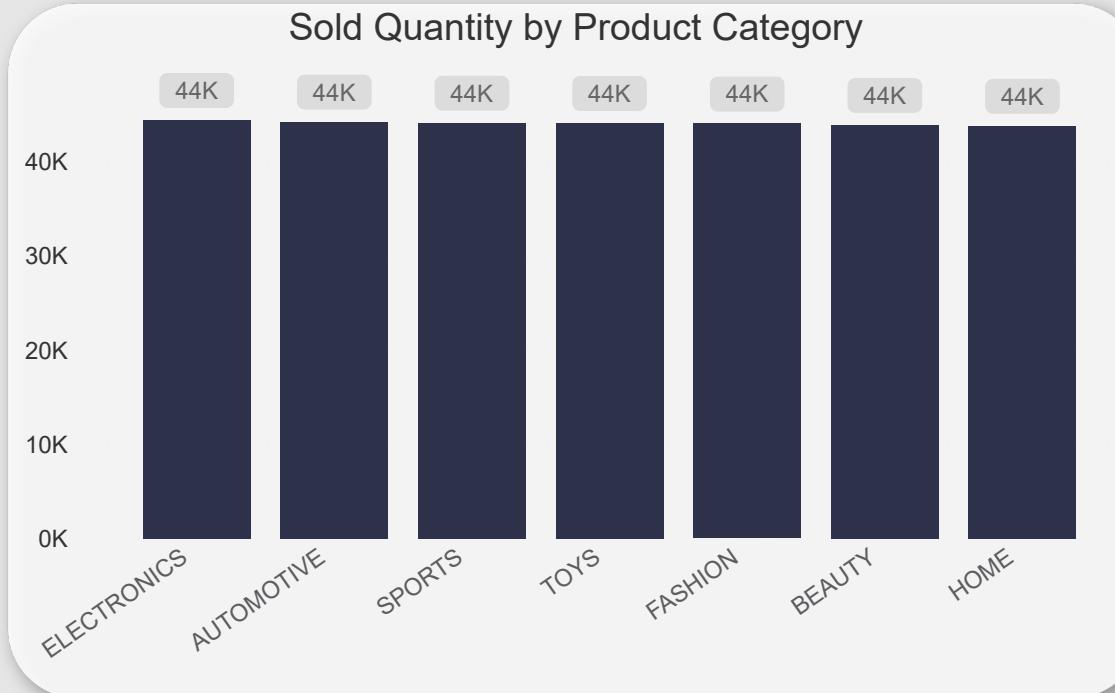
Customer & Payment

Recommendations

Revenue by Product Category



Region Name	AUTOMOTIVE	BEAUTY	ELECTRONICS	FASHION
AFRICA	17,38,649.80	17,31,851.18	17,29,625.13	17,07,098.98
ASIA	18,12,036.02	17,13,974.48	18,34,722.73	17,54,918.56
EUROPE	17,58,535.47	17,30,326.56	17,53,402.29	16,86,971.44
NORTH AMERICA	17,69,313.39	17,56,494.31	17,38,668.78	18,11,207.47
OCEANIA	17,38,855.08	17,20,965.34	17,49,276.99	18,49,317.33
SOUTH AMERICA	17,58,093.29	17,18,539.28	16,83,002.65	16,87,787.98
Total	1,05,75,483.05	1,03,72,151.15	1,04,88,698.57	1,04,97,301.76



Top Product Revenue

10.58M



Average Discount %

5.01%



Average Customer Rating

3.50



Region & Delivery

Executive Overview

Product Performance

Customer & Payment

Recommendations

Average Delivery Days

5



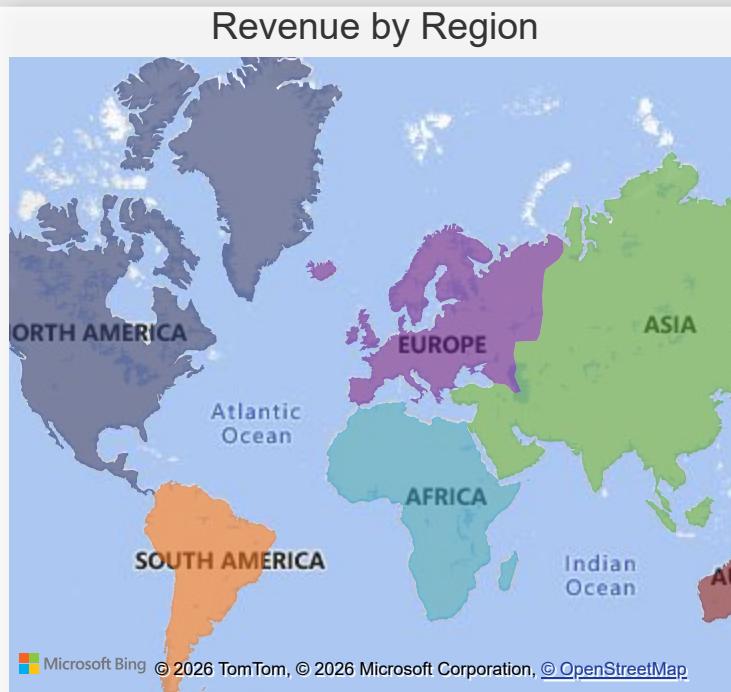
Return Rate %

6.06%



AVG Revenue per Region

12.24M



Avg Delivery Days by Region

5.00

4.95

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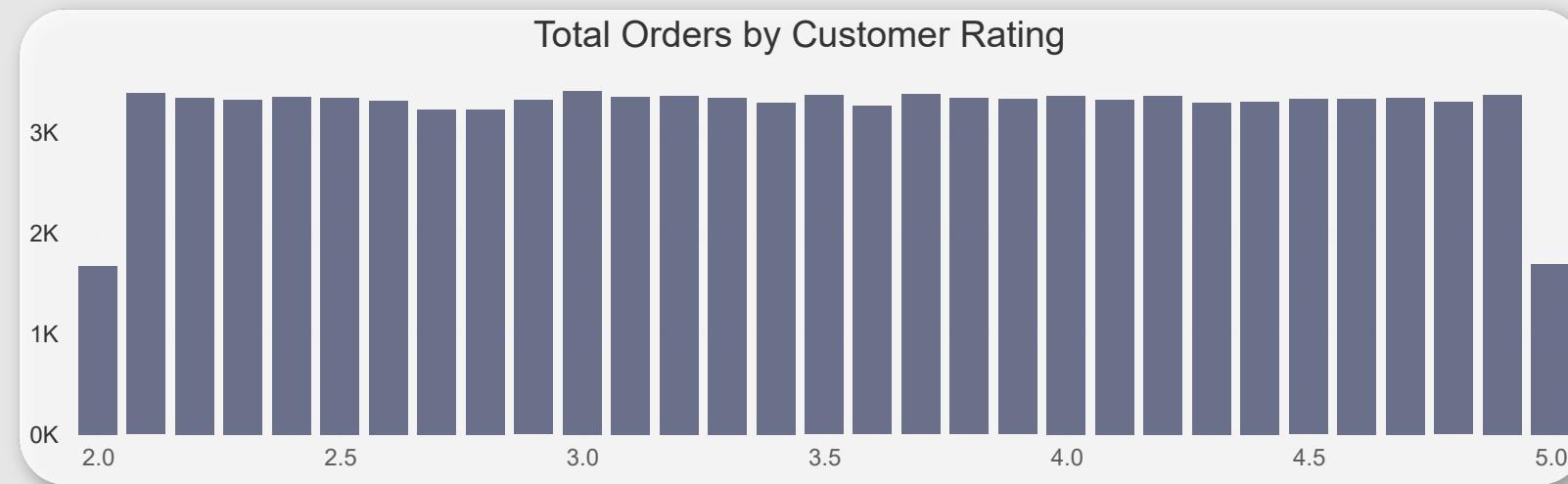
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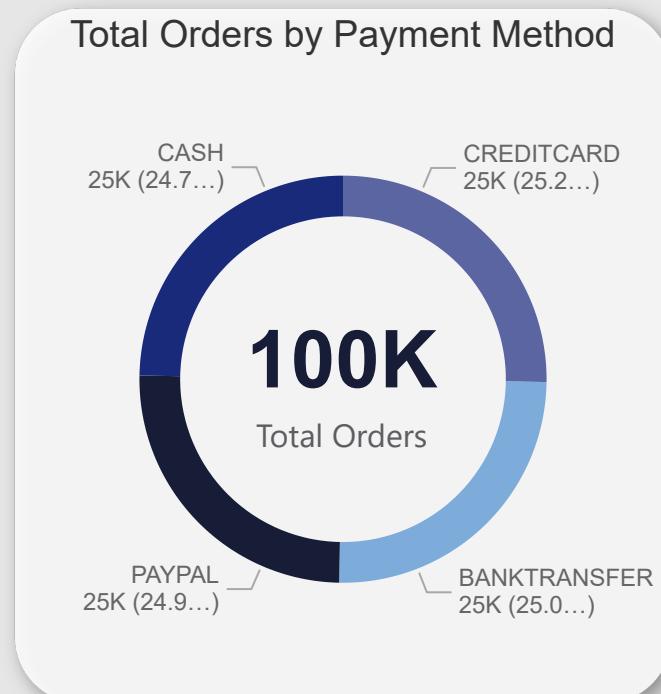
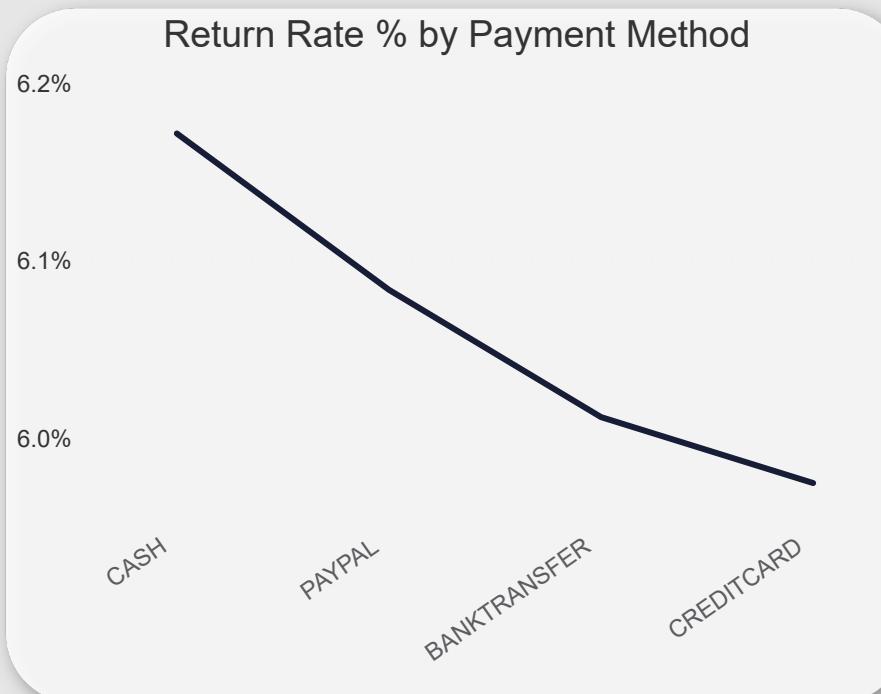
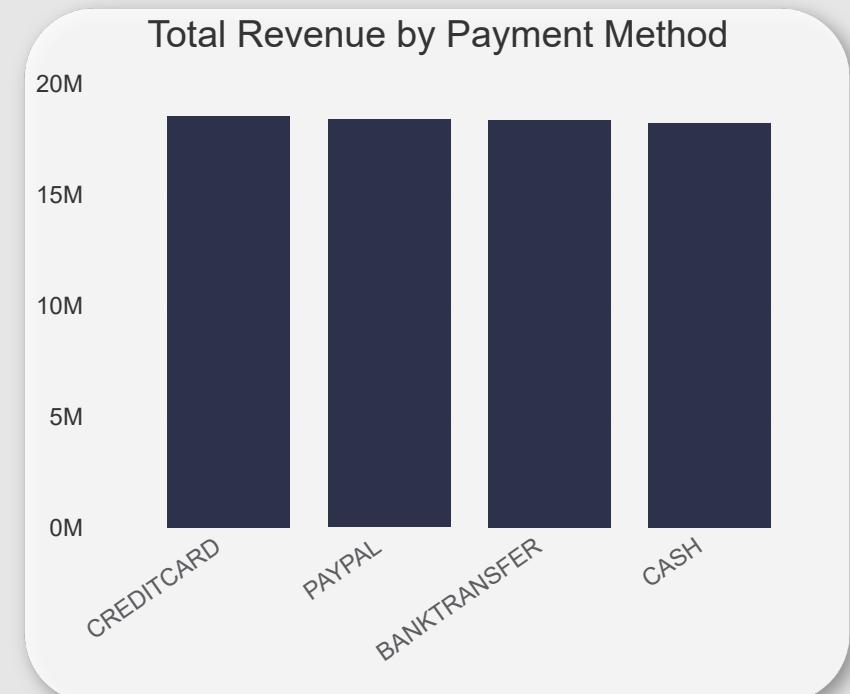
Avg Revenue per Customer

734.15



Most Used Payment Method

CREDITCARD



Insights & Recommendation

Revenue Growth %

50.70%



Return Rate %

6.06%



Average Delivery Days

5



Average Customer...

3.50



AVG Revenue per...

12.24M



Total Customers

100K



Insights

Revenue Insights

- Total Revenue:** 73.41M with **50.70% growth** → strong business growth
- Top Categories:** Electronics, Automotive & Sports (highest revenue)
- Low Performers:** Home & Beauty (scope for improvement)

Regional Insights

- Top Regions:** North America & Asia
- Higher Returns:** Regions with longer delivery days show higher return rates
- Delivery Avg:** ~5 days across regions (standard but improvable)

Customer & Payment Insights

- Most Used Payment:** Credit Card
- Highest Revenue:** Credit Card & PayPal users
- Ratings Impact:** Orders with rating <3 have higher return probability

Recommendation

Revenue Growth

- Focus marketing on **Electronics & Automotive**
- Bundle slow-moving categories with best sellers

Delivery Optimization

- Reduce delivery days in **high-return regions**
- Partner with faster logistics in Africa & South America

Return Reduction

- Improve product descriptions for low-rated categories
- Add quality checks for frequently returned products

Payment Strategy

- Promote **Credit Card & PayPal offers**
- Cashback or discounts for prepaid orders to reduce returns