**🛍️ Retail Customer & Sales Insights**

**🔍 Overview**

**This dashboard analyses key performance indicators for customer behaviour, sales trends, product categories, and regional activity, enabling data-driven decision-making.**

**📊 Key Metrics**

* **Top Product by Revenue & Units Sold:  
  ✅ *Whole* – ₹1,31,769 (132 Units)**
* **Top 5 Customers by Revenue (₹):**
  + **Evan Ramos – 28,060.37**
  + **Mark Singleton – 24,587.63**
  + **William Hubbard – 24,443.24**
  + **Melissa Hernandez – 21,985.46**

**🌍 Regional Performance**

| **Region** | **Total Sales (₹)** | **Avg Order (₹)** | **Avg Resolution Time** |
| --- | --- | --- | --- |
| **East** | **6,49,202.29** | **~2550** | **~7.7 days** |
| **North** | **6,71,305.72** | **~2600** | **~7.6 days** |
| **South** | **5,95,084.21** | **~2650 (Highest)** | **~8.9 days (Slowest)** |
| **West** | **6,45,360.25** | **~2550** | **~7.6 days (Fastest)** |

**🛒 Product Category Insights**

| **Category** | **Avg Price (₹)** |
| --- | --- |
| **Furniture** | **648.7** |
| **Grocery** | **636.6** |
| **Clothing** | **572.0** |
| **Toys** | **594.6** |
| **Electronics** | **479.4** |

**📈 Revenue Trend & Customer Activity**

* **Highest Monthly Revenue: December – ₹2,08,101.01**
* **Peak New Joining: May – 74 customers**
* **Most Active Region: South – 226 customers**

**🚨 Customer Issues**

| **Issue Type** | **%** |
| --- | --- |
| **Delivery Delay** | **26%** |
| **Refund Request** | **26%** |
| **Product Issue** | **23%** |
| **Others** | **25%** |

**💡 Improvement Suggestions**

1. **Reduce Resolution Time in South:  
   ➤ Hire more support agents or implement chatbots to speed up issue handling.**
2. **Fix Delivery Delays:  
   ➤ Partner with reliable logistics & offer live tracking to improve customer satisfaction.**
3. **Upsell in High-Spending Categories:  
   ➤ Promote high-value categories (Furniture, Grocery) with bundle deals or loyalty points.**
4. **Retain Active Customers in South & North:  
   ➤ Personalized offers or exclusive membership programs to boost loyalty.**
5. **Use Revenue Peaks (Q4) Strategically:  
   ➤ Plan major campaigns & product launches during high-revenue months like December.**