



Sales Analysis Dashboard

PRATHAMESH ASHOK PATIL

Key Questions:

Q1	Q2	Q3	Q4
What are the monthly sales trends?	Which categories perform best?	Which regions or states drive the most revenue?	How do customer segments differ?

Data Overview

Source File: train.csv

Key Columns:

- Order Date, Ship Date
- Category, Sub-Category, Product Name
- Region, Segment, State, City
- Sales, Ship Mode

Data Preparation:

- Converted date fields to datetime
- Created Year, Month, and Year-Month fields
- Handled missing values (e.g., Postal Code)

KPI Cards

Visual Type: Card

- Total Sales

Purpose:

Quick snapshot of overall performance.

Monthly Sales Trend

Visual Type: Line Chart

- Axis: Year-Month
- Values: Total Sales

Insight:

- Shows seasonal patterns and growth trends

Sales by Category

Visual Type: Clustered Bar Chart

- Axis: Category
- Values: Sales

Insight:

- Technology is the top-selling category
- Clear distribution across categories

Sales by Region/State

Visual Type: Map or Table

- Location: State
- Values: Sales

Insight:

- Spot top-performing regions
- Address underperforming areas

Interactive Filters

Visual Type: Slicers

- Region
- Segment
- Order Date (Date Range)

Purpose:

Enable drill-down and interactive exploration.

Key Insights

- Technology dominates sales revenue
- Sales peak in Q4, hinting at holiday influence
- Regional performance varies significantly
- Interactive filters help refine insights

Future Enhancements

- Add Profit and Margin visuals
- Use Tooltips for % changes
- Explore Customer Lifetime Value
- Design a mobile-friendly view

Thank you
