Power BI Sales Analysis Dashboard Summary

Key Performance Indicators (KPIs)

The top section highlights the following key metrics:

1. Total Orders:

   - Value: 1000

   - Represents the total number of orders placed by customers.

2. Total Revenue:

   - Value: INR 35,20,984.00

   - Shows the total sales revenue generated from all orders.

3. Average Delivery Time:

   - Value: 5.53 days

   - Represents the average time taken to deliver products to customers.

4. Average Customer Spent:

   - Value: INR 3520.984

   - Indicates the average amount spent by each customer.

Visualizations and Insights

1. Revenue by Occasion:

   - Displays revenue generated for different occasions like Anniversary, Birthday, Diwali, Holi, Raksha Bandhan, and Valentine's Day.

   - Occasions like Anniversary and Raksha Bandhan generate higher revenue.

2. Revenue by Category:

   - Compares sales performance across product categories like Mugs, Plants, Soft Toys, Sweets, etc.

   - Categories like Soft Toys and Sweets perform better.

3. Revenue by Hour (Order Time):

   - Shows the distribution of revenue across hours of the day.

   - Consistent revenue is observed during peak shopping times.

4. Revenue by Month:

   - Displays monthly revenue trends throughout the year.

   - Spikes in revenue during February and August indicate popular holidays.

5. Top 5 Products by Revenue:

   - Best-performing products include Dessurent Box, Dolores Gift, Harum Pack, Magnum Set, Quia Gift.

6. Top 10 Cities by Orders:

   - Cities like Bhopal, Dimapur, Guwahati, and Imphal show the highest order volumes.

Filters

1. Delivery Date Filter:

   - Allows analysis based on delivery timelines for logistics tracking.

2. Order Date Filter:

   - Enables focus on specific order periods.

3. Occasion Filter:

   - Facilitates detailed revenue analysis for specific occasions.

Business Insights

1. Seasonality and Trends:

   - High revenue for Raksha Bandhan and Anniversary indicates effective seasonal targeting.

2. Product Performance:

   - Top-performing products like Magnum Set should be promoted further.

3. Customer Behavior:

   - Orders peak during specific hours, guiding promotional timing.

4. Regional Insights:

   - High-performing cities like Bhopal and Dimapur can be prioritized for marketing.

Suggestions for Improvement

1. Add Comparison to Previous Periods:

   - Include year-over-year trends for growth analysis.

2. Customer Demographics:

   - Add insights into customer demographics for better targeting.

3. Return and Cancellation Metrics:

   - Understand product satisfaction through return data.

4. Profitability Analysis:

   - Include profit margins to analyze overall profitability.

5. Delivery Performance:

   - Enhance operational efficiency by tracking delivery metrics.

Summary

This dashboard provides a comprehensive overview of sales performance. It highlights key metrics, visual trends, and actionable insights to aid decision-making across marketing, sales, and operations.