**Sales Statistics Dashboard**

**Business cases**

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**Business Cases**

**Project Name: Sales Statistics Dashboard**

**Project Introduction**

The "Sales Statistics Dashboard" is a comprehensive analytics solution aimed at identifying past sales patterns to help businesses devise strategies for improving future sales performance. By leveraging historical sales data, this dashboard provides a clear, concise overview of monthly and annual sales trends, enabling stakeholders to make informed decisions. The project aims to evolve into a more dynamic tool by incorporating real-time data handling and prediction capabilities in future phases.

**Purpose and Objectives**

* **Purpose**: The dashboard's primary goal is to provide business stakeholders with a clear, analytical overview of sales over the last few years. This enables a strategic understanding of sales performance, eliminating the need to manually sift through transactional data.
* **Objectives**:
  + To analyze historical sales data and identify patterns.
  + To generate monthly and annual summaries of sales data.
  + To provide actionable insights that can drive future sales strategies.
  + To evolve the dashboard for real-time data integration and predictive analytics.

**Problem Statement**

Businesses often struggle with making sense of large volumes of transactional data to discern overall sales trends. This project addresses this issue by offering a streamlined, easy-to-use dashboard that transforms raw sales data into actionable insights. The ability to visualize sales performance over time helps stakeholders make data-driven decisions more efficiently.

**Importance**

Understanding sales patterns is crucial for optimizing revenue streams and ensuring sustained business growth. By providing a clear overview of sales performance, this project helps businesses anticipate market trends, manage inventory more effectively, and align marketing strategies with sales forecasts.

**Intended Users/Beneficiaries**

* **Primary Audience**: Business stakeholders and shareholders who require a consolidated view of sales performance to make informed decisions.
* **Secondary Audience**: Data analysts and sales managers who can leverage the dashboard for deeper insights and operational improvements.