

Sales Data Visualization — Storytelling Summary

Insightful Storytelling from the Sales Dashboard

- The dashboard provides a clear and comprehensive view of sales performance across multiple categories.
- The total quantity sold is 148 across 7 major categories, showing the product distribution range.

1. **Category Distribution:** The count of categories remains highest in earlier years and gradually declines toward 2025, indicating a possible reduction in variety or reporting changes.

2. **Price Analysis:** Milk products and patisserie categories show higher cumulative price-per-unit values, while electric household essentials remain the lowest, helping identify premium vs budget segments.

3. **Spending Patterns:** Average total spending is highest for patisserie items, followed by beverages and milk products. This highlights customer preference toward consumables with higher pricing.

4. **Total Spending Trends:** Total spending declines consistently across categories—patisserie leads with the highest spending, and electric household essentials show minimal contribution, reflecting category-wise revenue power.

5. Overall Insights:

- ✓ High-value categories: Patisserie, Beverages, Milk Products
- ✓ Low-performing categories: Electric Household Essentials
- ✓ Quantity-sold dominance lies with food & general consumables.
- ✓ Price-per-unit differences explain profitability variances among categories.

Conclusion:

This visualization helps identify strong revenue-driving categories, understand pricing structure, and highlight low-performing segments for strategic business improvements.