



# FERNS & PEDALS

It is designed to provide real-time insights into sales performance, customer behavior, and trends. It tracks key metrics such as total revenue, product-wise sales, seasonal demand. With interactive visualizations and filters, the dashboard empowers the team to make data-driven decisions, optimize inventory, and enhance customer engagement.

[Overview](#)[Product Performance](#)[Customer Insights](#)[Occasion Based Sales Trends](#)[Profitability Analysis](#)[Forecast Analysis](#)

Sales

₹ 35.21L

▲ 1.64% ( ₹ 56.95K from last month )

Profit

₹ 10.41L

▲ 1.41% ( ₹ 14.43K from last month )

Orders

1K

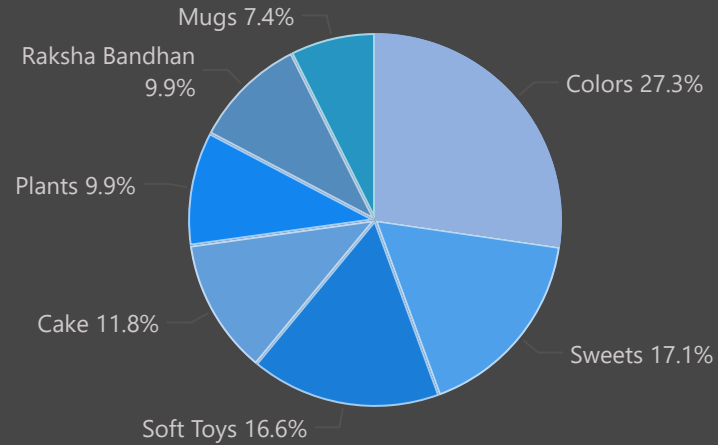
▲ 1.52% ( 15 from last month )

Average Order Value

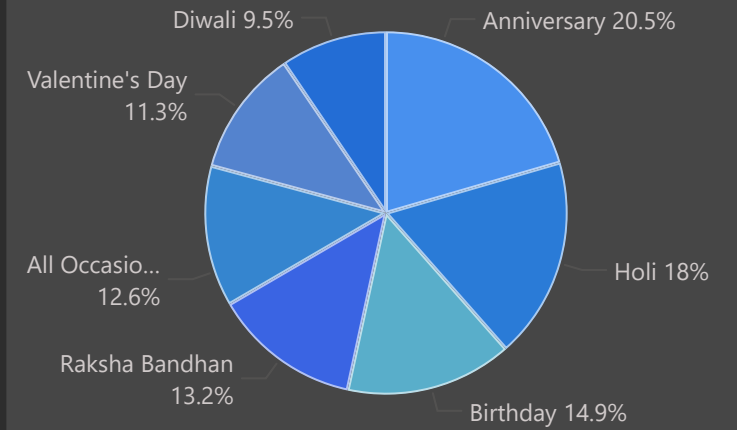
₹ 3.52K

▲ 0.12% ( ₹ 4 from last month )

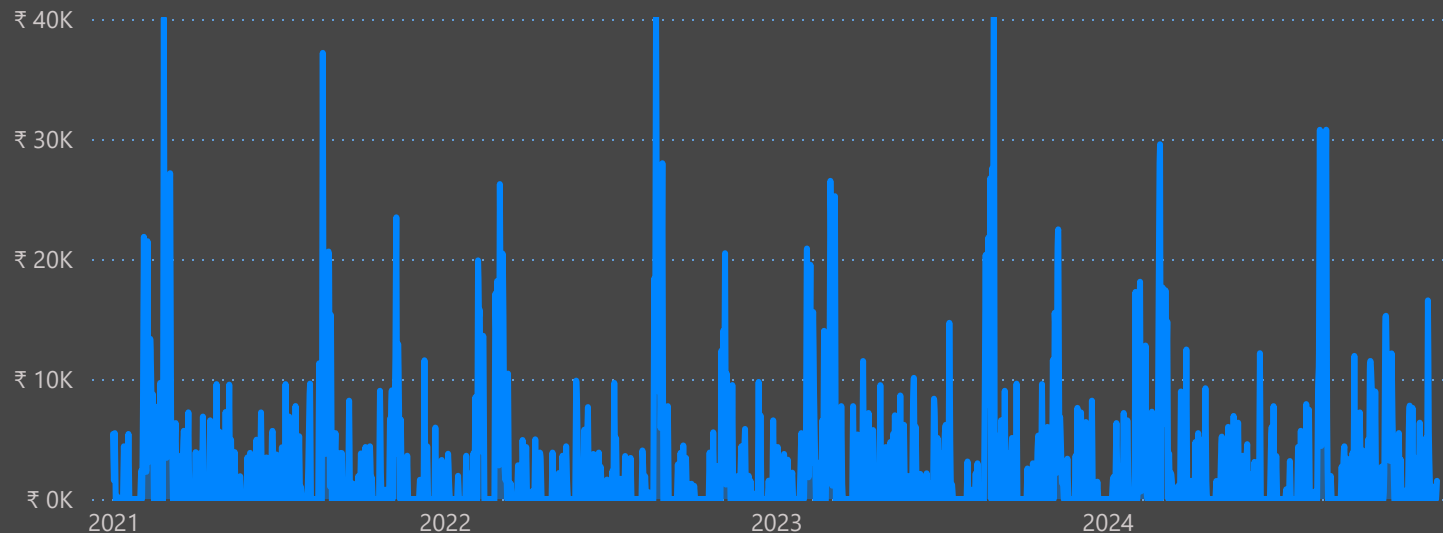
Category



Occasion



Sales



Best Sellers

	Products	Sales	Status
1	Magnam Set	₹ 1.22L	<div></div>
2	Quia Gift	₹ 1.14L	<div></div>
3	Dolores Gift	₹ 1.07L	<div></div>
4	Harum Pack	₹ 1.02L	<div></div>
5	Deserunt Box	₹ 97.67K	<div></div>

Profit Margin

31.79%

▲ 0.29% ( .09% from last month )

Product Demand

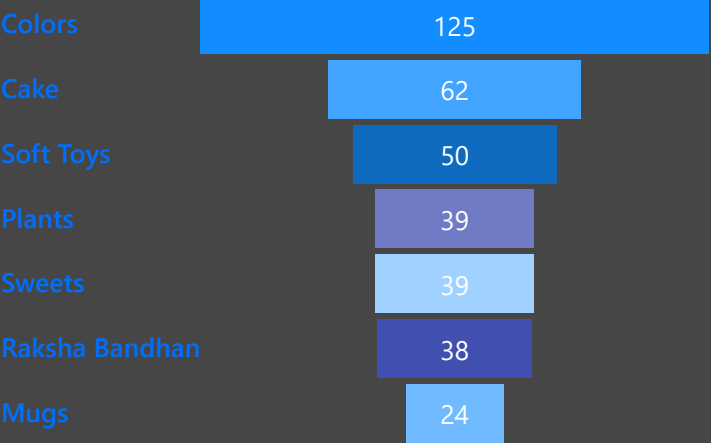
377

▲ 10.56% ( 36 from last month )

Top 8 Products by Profit

Products	Profit
Nam Gift	₹ 13.20K
Quos Box	₹ 7.84K
lure Gift	₹ 7.56K
Ut Pack	₹ 7.42K
Sed Pack	₹ 6.85K
Sed Set	₹ 6.06K
Quos Set	₹ 5.69K
Voluptate Pack	₹ 5.54K

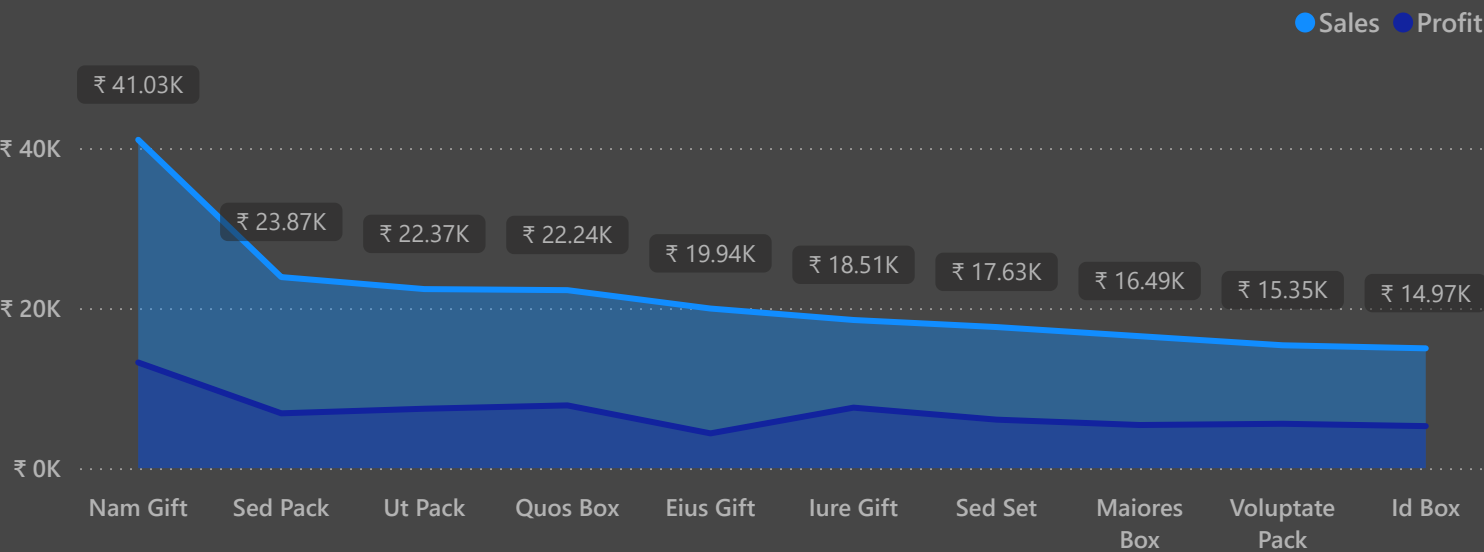
Category by Quantity



Product Demand

Products	Sum of Quantity
Nam Gift	22
Quos Box	20
Sed Pack	16
Eius Gift	13
Ut Pack	13

Sales and Profit by Products



# Customer Insights

February

2021

## Total Customers

100

## Gender



## New Customer

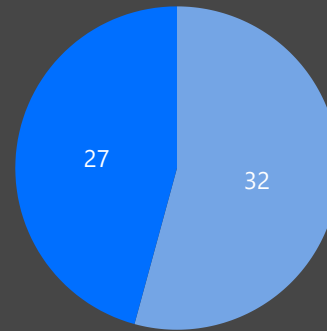
40

## Existing Customer

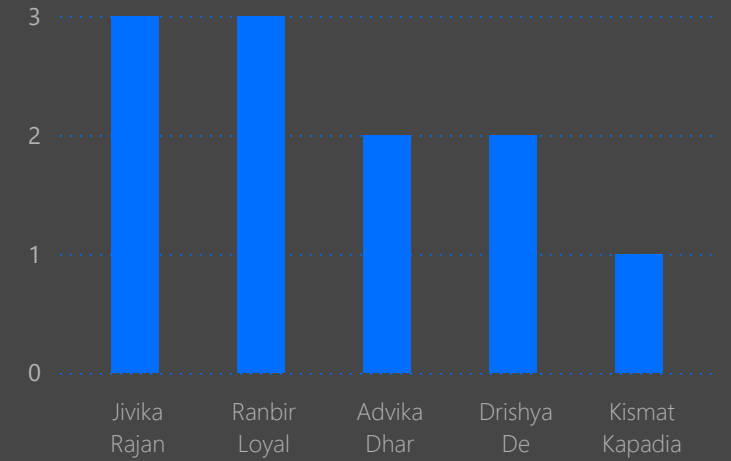
13

## Gender

Female Male

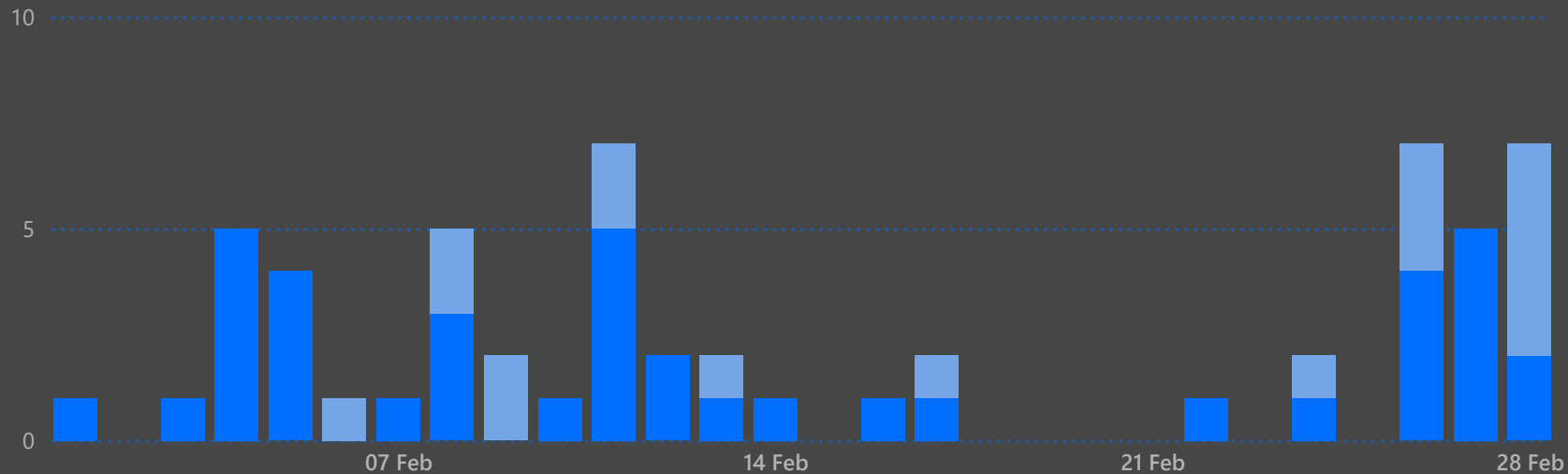


## Orders per Customer



## New & Existing Customer

New Customer Existing Customer



## Top 5 Customers

Name

Sales

Jivika Rajan

₹ 15.57K

Advika Dhar

₹ 14.32K

Ranbir Loyal

₹ 11.17K

Drishya De

₹ 11.12K

Kismat Kapadia

₹ 9.68K

# Occasion based Trends

All



2021



Sales

₹ 8.93L

▲ 3.44% ( ₹ 29.71K from last month )

Profit

₹ 2.73L

▲ 3.20% ( ₹ 8.47K from last month )

## Product Demand

Products

orders



Dignissimos Pack

8

Error Gift

8

Expedita Gift

8

Accusantium Gift

7

Aliquam Box

7

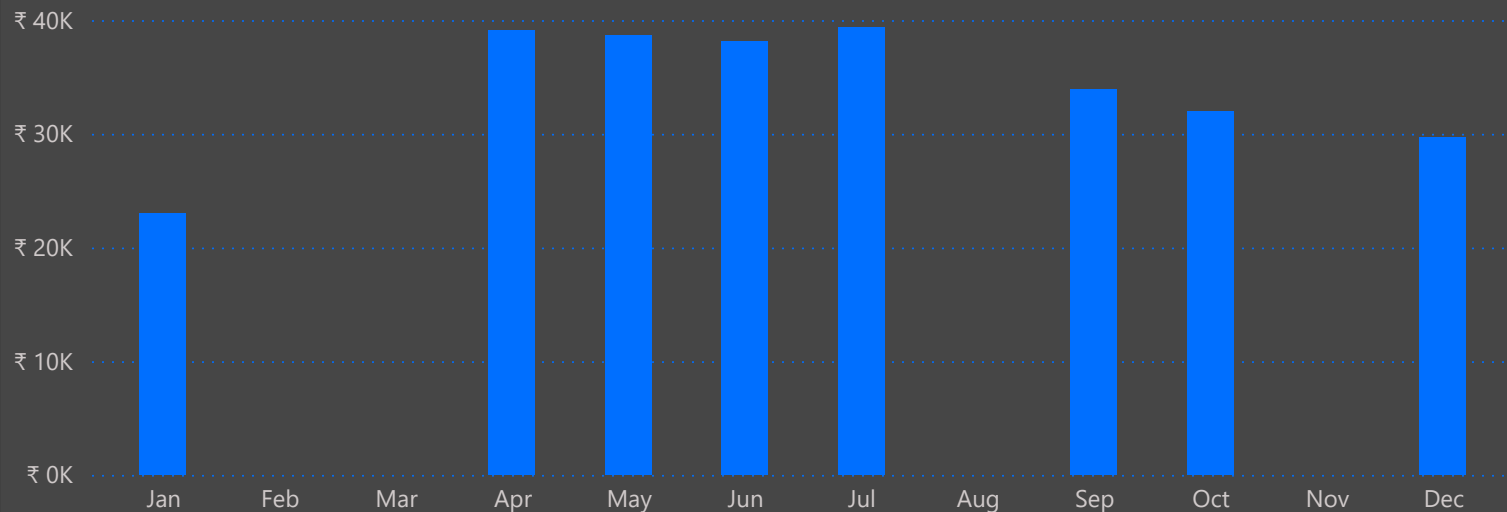
Nam Gift

7

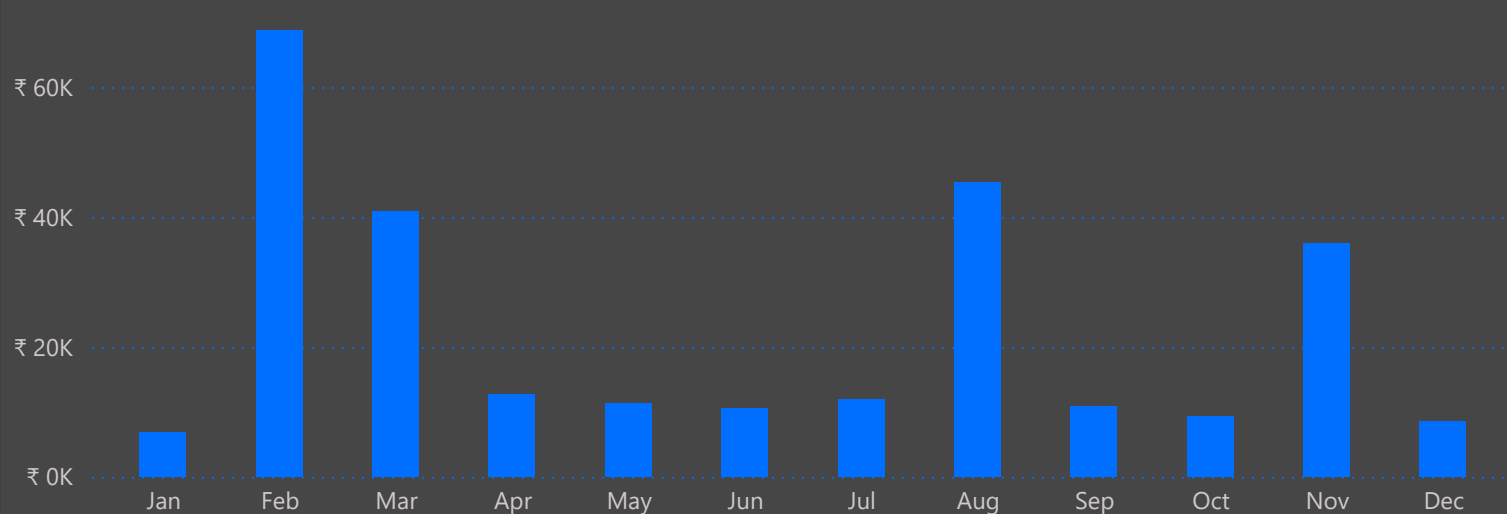
Quisquam Pack

7

## Sales



## Profit

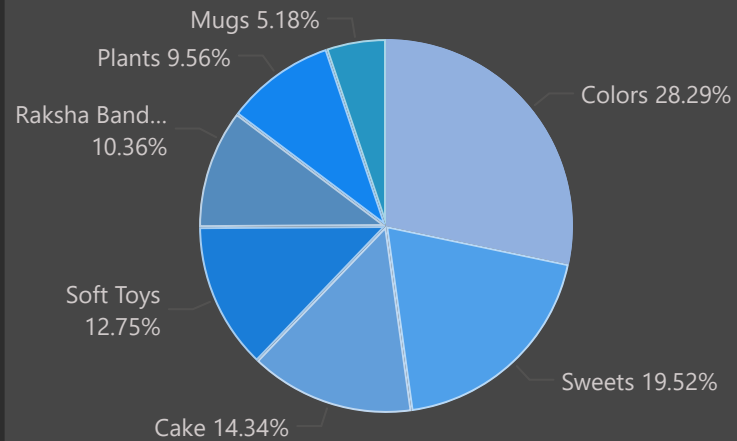


# Profitability Analysis

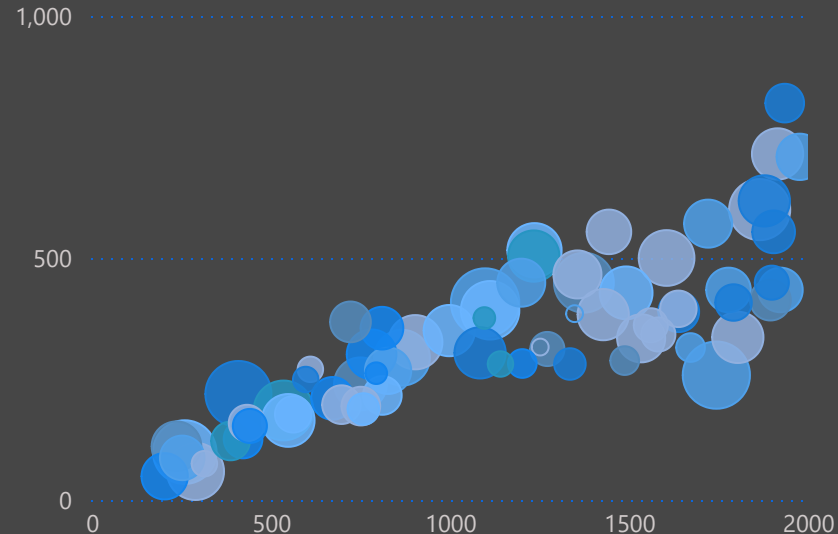
All

2021

Category



Profit per Unit by Category and Price



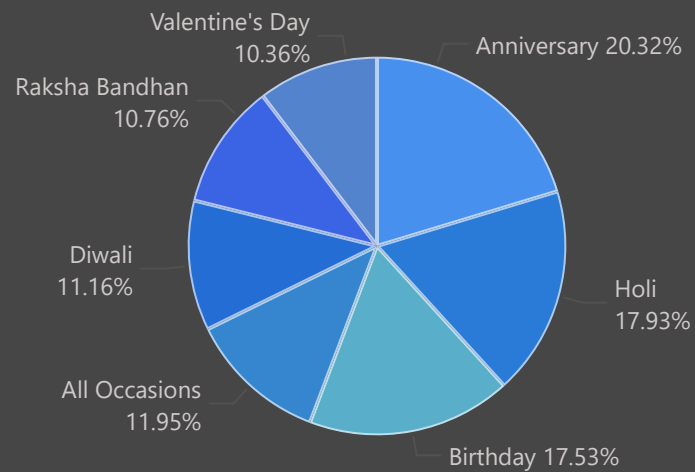
Top 8 Products by Profit

Products

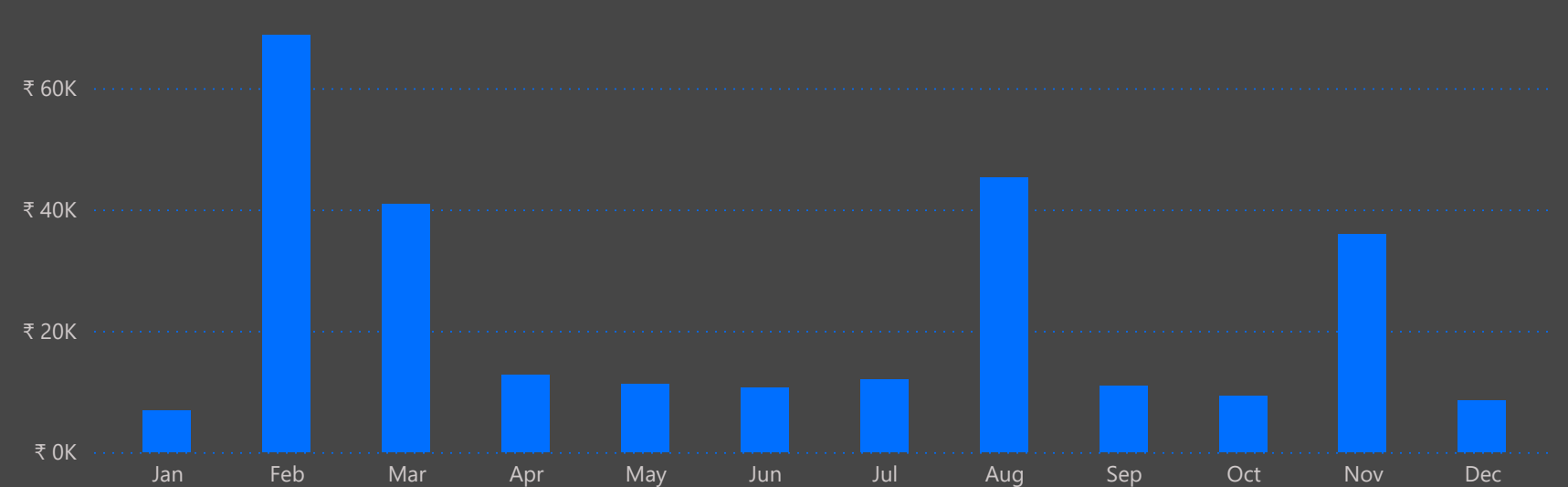
Profit

Nam Gift	₹ 13.20K
Dignissimos Pack	₹ 11.42K
Deserunt Box	₹ 10.73K
Maiores Box	₹ 9.43K
Nostrum Box	₹ 9.27K

Occasion



Profit by Month



# Forecast Analysis

All

Multi...

Occasion

Location

Average Forecast Sales

4.75K

Forecast Accuracy

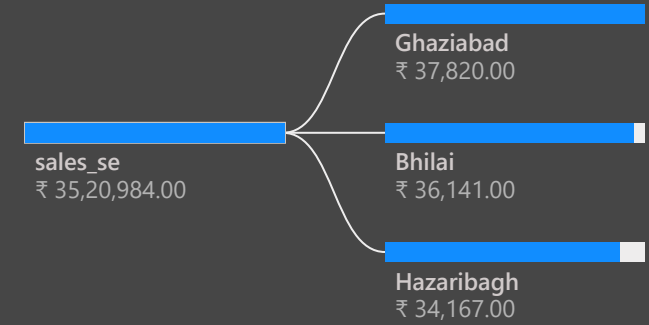
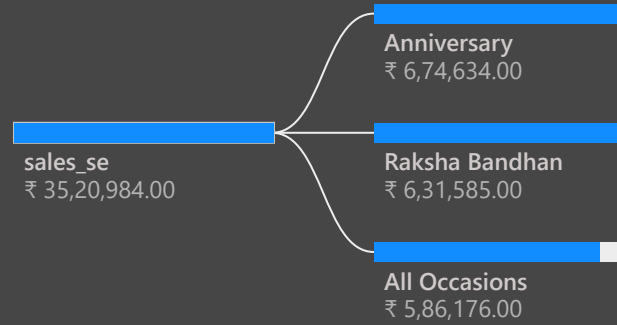
0.13

Moving Average Sales

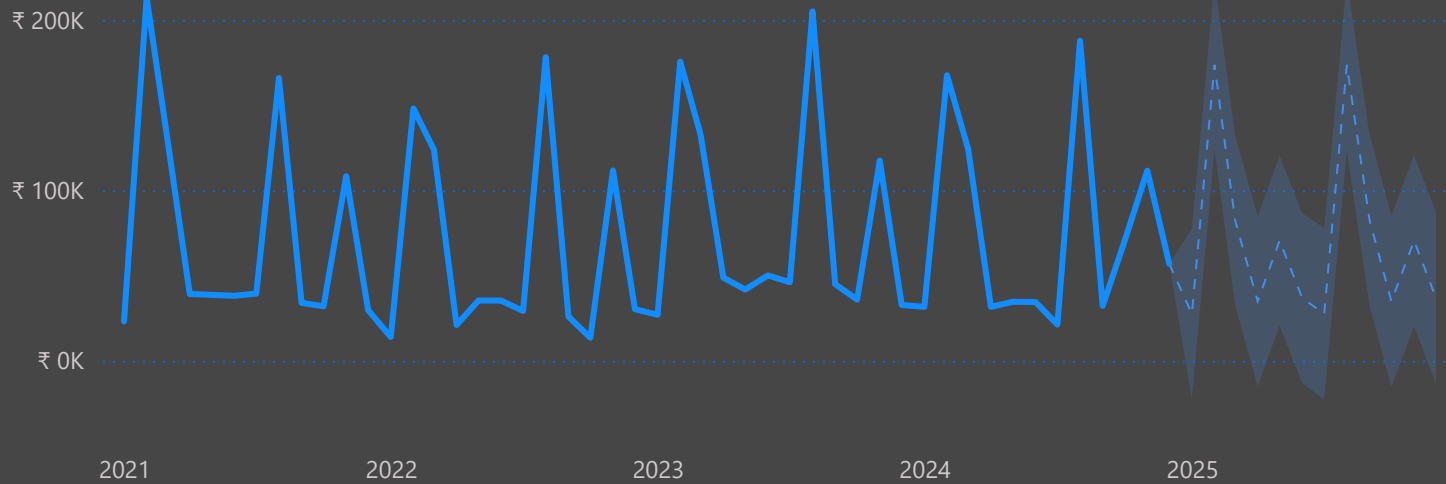
5.83K

Expected Growth

-99.87%



Actual vs Forecast Sales



Sales by Year

