



Sales Performance Dashboard

A comprehensive overview of our sales metrics, category performance, and key business indicators across all channels.



Key Performance Metrics

78.59..

Total Revenue

Sum of Amount
across all categories

117K

Units Sold

Total quantity of items
sold

129K

Total Orders

Count of unique Order
IDs

7K

Shipments

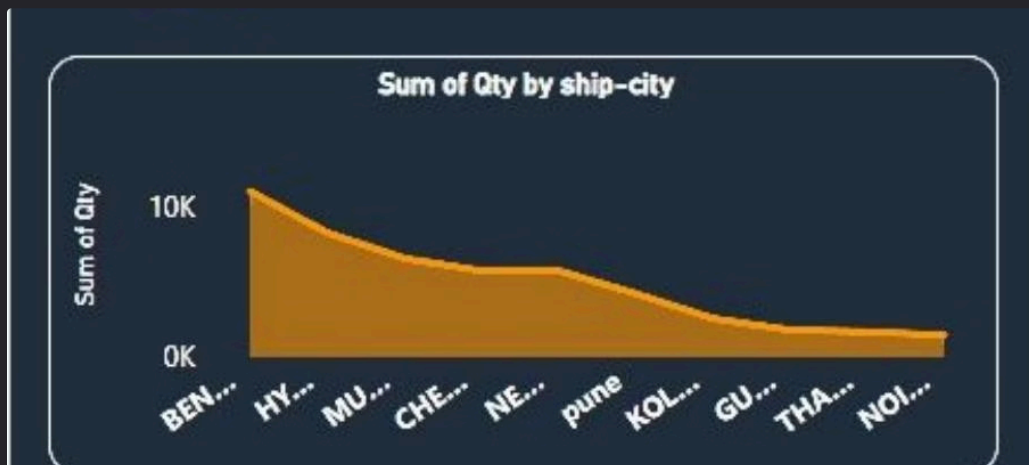
Count of shipping
transactions

ns

Sales Dashboard Overview

Interactive dashboard displaying real-time sales data, trends, and performance indicators across multiple dimensions.

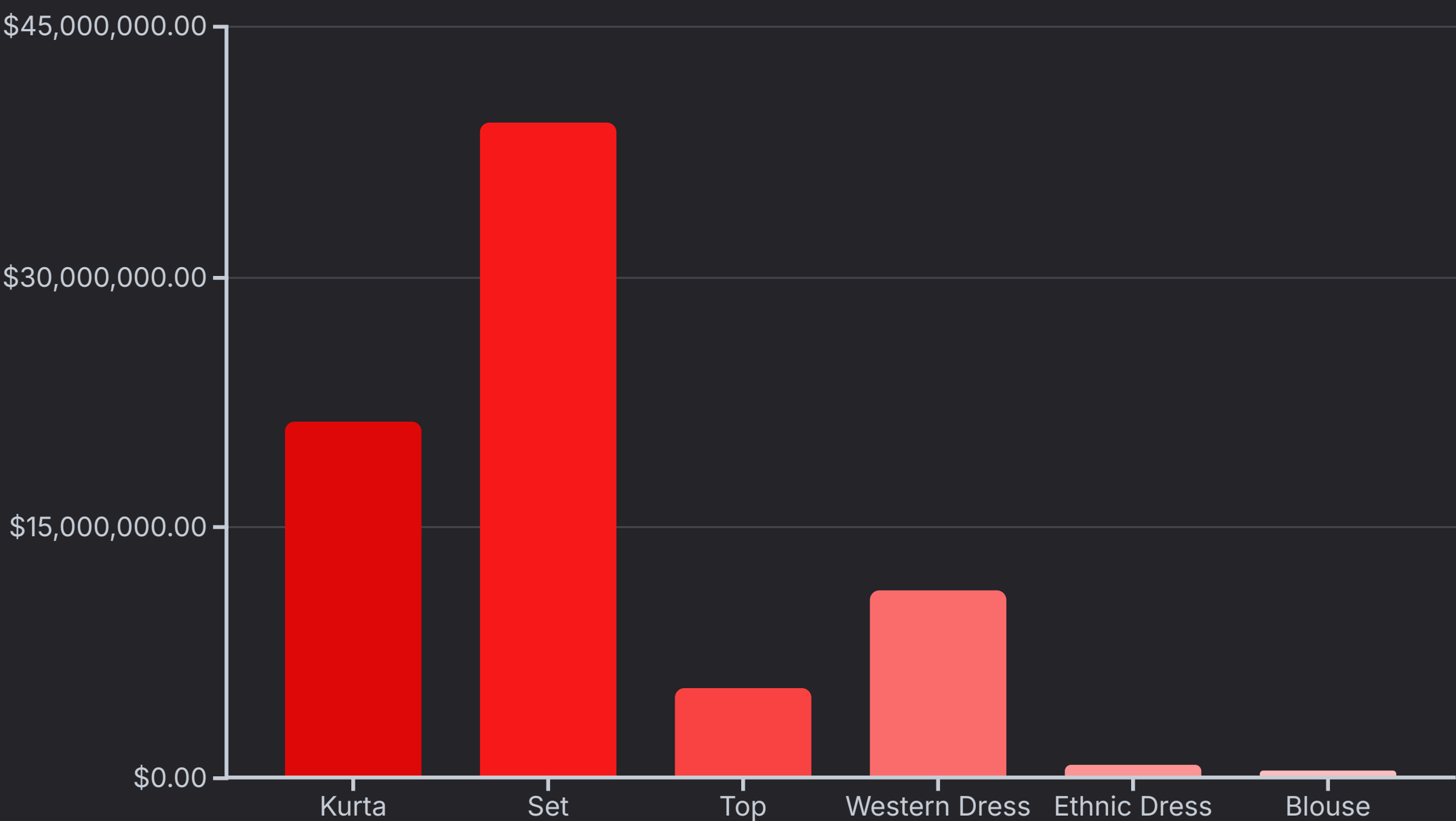
Performance Metrics Snapshot



Business Highlights

- **78.59M** in total revenue generated
- **117K** units successfully sold
- **129K** orders processed
- **7K** shipments completed

Category Revenue Breakdown



Sets and Kurtas dominate our revenue stream, accounting for the majority of sales at 39.2M and 21.3M respectively.

Visual Analytics Gallery



Detailed visual representations of sales trends, geographic distribution, and performance metrics across different time periods.



Top Revenue Categories

Set

₹39.2M

Leading category with highest revenue contribution

Kurta

₹21.3M

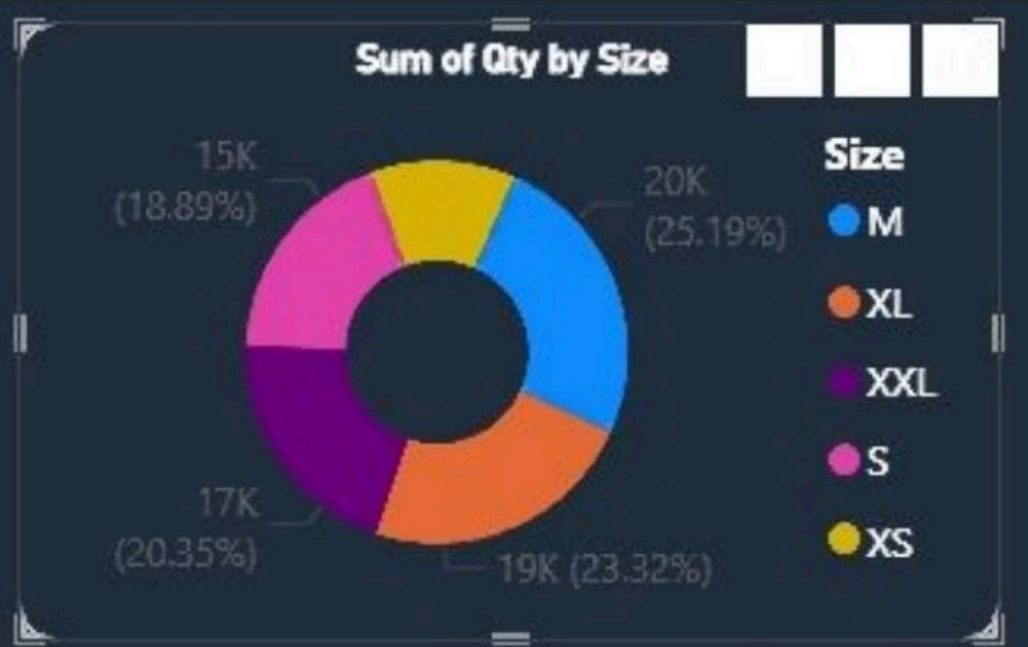
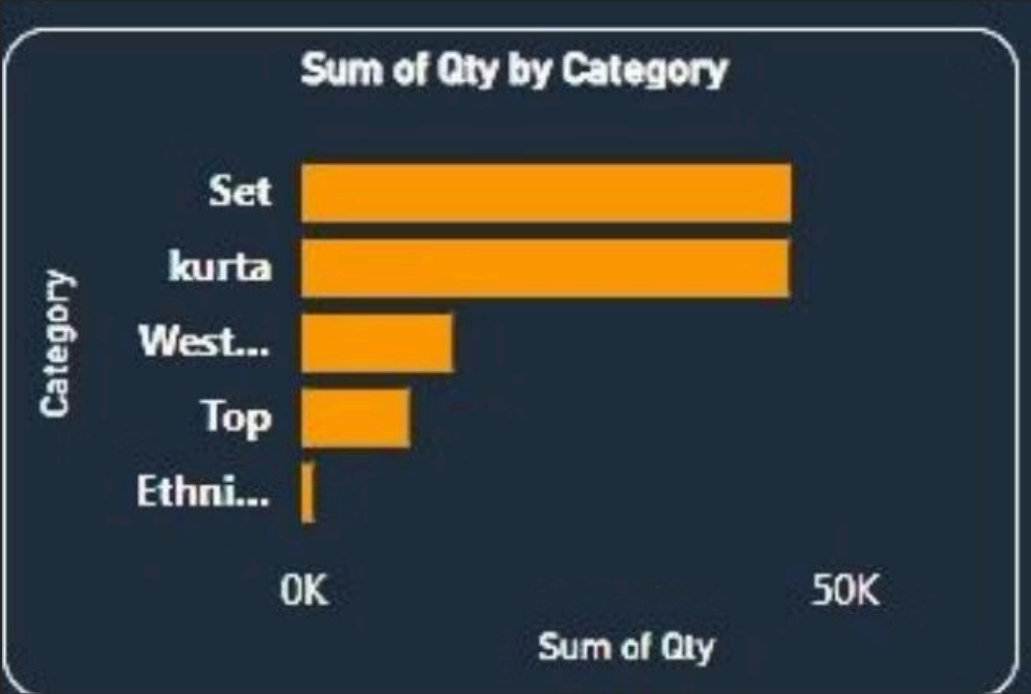
Second highest performer in sales

Western Dress

₹11.2M

Strong performance in western wear segment

Additional Analytics Views



Comprehensive analytics showing customer behavior patterns, seasonal trends, and regional performance variations.

Complete Category Performance

Premium Categories

- Set: ₹39.2M
- Kurta: ₹21.3M
- Western Dress: ₹11.2M

Mid-Range Categories

- Top: ₹5.3M
- Ethnic Dress: ₹791K
- Blouse: ₹458K

Specialty Items

- Saree: ₹124K
- Bottom: ₹151K
- Dupatta: ₹915



Strategic Insights



Category Leaders

Sets and Kurtas drive 77% of total revenue, representing our strongest product lines with consistent performance.



Volume Success

117K units sold across 129K orders demonstrates strong customer engagement and repeat purchase behavior.



Future Focus

Opportunity to expand mid-range categories and optimize specialty items for increased market penetration.