“This **dashboard** analyzes sales and profit across **regions** (state-wise), **categories**, and sub-categories, as well as **monthly and yearly** trends. It also tracks unique **customer** **counts** and highlights the top 5 customers with the highest purchase quantities.”

**KEY INSIGHTS**

**1. Product Performance**

**High Performers (Phones, Chairs, Storage)**

**Insight:**

* **Phones, Chairs, and Storage** are our **star products** driving maximum revenue.
* These 3 sub-categories likely contribute **38.39% of total sales**
* Technology (Phones) and Furniture (Chairs) categories are strongest segments

**Low Performers (Fasteners, Labels, Envelopes)**

**Insight:**

* **In Office Supplies segment** Fasteners, Labels, Envelopes are low saled items.
* Customer purchase frequency might be low for these items

**2. Profit Growth Trend (2014-2017)**

**Insight:**

* **Consistent upward trajectory** – Profit is increasing every year.
* This shows **healthy business growth** of approximately **15-25% CAGR** (estimate)
* Business is **scaling successfully** without major disruptions

**Year-wise Pattern:**

* **2014:** Foundation year - lowest profit (business establishment phase)
* **2015-2016:** Growth phase - steady improvement
* **2017:** Peak performance - best year

**3.Monthly Sales pattern**

**Insight:**

* **November (Month 11)** is our **peak sales month** - likely due to:
  + **Black Friday / Cyber Monday** shopping season
  + **Holiday season preparation** (Thanksgiving, Christmas)
  + **Year-end corporate purchases** (companies exhausting budgets)
* **February (Month 2)** is our **slowest month** - likely due to:
  + **Post-holiday slump** (customers already spent in Nov-Dec)
  + Shortest month (28/29 days = less selling days)
  + No major festivals or shopping events

**4. Statewise Sales Analysis**

**Top 5 States Analysis:**

**Insight:**

* **California dominates** with ₹457,687 (likely **19.93% of total sales**)
* **Top 5 states contribute approximately 51.97%** of total revenue
* **California:** 2.5x more than Texas - market leader
* **New York:** Strong second position
* **Washington & Pennsylvania:** Decent performers

**Geographic Risk:**

**Insight:**

* **High dependency on California** - if California market faces issues, business will suffer significantly.
* **North Dakota** is our worst state - possibly due to:
  + Low population density
  + Limited distribution network
  + Different customer preferences

**Presence of business in 49 states but business depend on top 5 states which contribute more than 50 percent sales**.

**5. Customer Base Growth**

**Insight:**

* **Steady customer acquisition:** 595 → 573 → 638 → 693
* **2015 mein dip** (595→573) but then **strong recovery**
* **Overall 16.5% growth** from 2014 to 2017 (595 to 693)
* **Average ~624 customers per year**

**Customer Growth Rate:**

* 2014→2015: **-4.78%** (decline – concerning point)
* 2015→2016: **+10.16%** (recovery)
* 2016→2017: **+8.6%** (healthy growth)

**Customer base is stable and growing. We must investigate the dip of year 2015.(What happened this year..?).**

**RECOMMENDATIONS**

**A. Product Strategy**

**1. Focus more on Star Products (Phones, Chairs, Storage)**

* **Increase marketing budget** for these three sub-categories since they contribute 38.39% of total sales
* **Stock up heavily** before November to avoid running out of inventory
* Introduce **new variants** in these categories to capture more market share

**2. Fix Low Performers (Fasteners, Labels, Envelopes)**

* **Stop investing** marketing money on these products
* **Bundle them free** with high-selling items (Buy Phone, get free Labels)
* If still not profitable after 6 months, **discontinue these products**

**B. Seasonal Strategy**

**1. Maximize November Sales**

* Start **promotional campaigns in October** for early November deals
* **Double inventory** for top products by end of September
* Run **Black Friday & Cyber Monday special offers**
* Hire temporary staff to handle increased orders

**2. Improve February Performance**

* Launch **"New Year Office Refresh" campaign** in late January
* Offer **15-20% discounts** to boost slow month sales
* Target corporate clients with fresh annual budgets
* Run **Valentine Week special promotions** (Feb 10-17)

**C. Geographic Strategy**

**1. Protect California (19.93% of sales, ₹457,687)**

* **Assign dedicated team** for California customers.
* Do **monthly satisfaction surveys** for top California clients
* Never lose focus on California - it's our biggest market

**2. Grow Top 5 States**

**New York (₹310,876):** Target ₹380,000 in 2018 **Texas (₹170,187):** Target ₹220,000 in 2018 **Washington & Pennsylvania:** Increase by 15% each

**3. Stop Wasting Resources on North Dakota**

* It's worst performing state - **stop active marketing** there
* Let customers order online if they want, but don't spend money promoting

**D. Customer Growth Strategy**

**1. URGENT: Find Out Why 2015 Had -4.78% Decline**

* Find out what went wrong (pricing? service? competition?)
* Make sure **this never happens again**

**2. Grow Customer Base to 800+ by 2018**

Current: 693 customers → Target: 800+ customers (15% growth)

**E. Profit Growth Strategy**

**1. Maintain 15-25% Annual Profit Growth**

* You've grown consistently from 2014 (worst) to 2017 (best)
* **Continue this momentum** - target 20% profit growth in 2018
* Focus on **selling more profitable products** (Phones, Chairs, Storage)

**2. Reduce Costs**

* Reduce **shipping costs** by consolidating orders
* **Automate** order processing to save time and money

**3. Smart Pricing**

* **Increase prices by 3-5%** on top-selling products (customers will still buy)
* Keep prices **competitive during slow months** (February, March)

**F. Action Plan Timeline**

**Immediate (Next 30 Days)**

1. Investigate 2015 customer decline
2. Plan November inventory buildup

**Short-term (3-6 Months)**

1. Execute November peak strategy
2. Launch February revival campaign
3. Discontinue unprofitable products

**Conclusion-**

*“The analysis reveals steady sales and profit growth from 2014 to 2017, mainly driven by top-performing products like Phones, Chairs, and Storage. California leads in revenue contribution, though over-dependence on a few states poses a regional risk. November remains the peak month, while February records the lowest sales. To sustain this growth, the company should expand its market reach beyond top states, improve sales of low-performing products, and utilize high-demand months through strategic promotions.*