



# Company Sales Analysis Dashboard

A Data Analytics Presentation

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# Agenda


- 1 Executive Summary & KPIs
- 2 Sales Performance by State
- 3 Customer Insights & Payment Trends
- 4 Monthly/Quarterly Trends
- 5 Key Recommendations & Next Steps
- 6 Power BI DashBoard


# Executive Summary & KPIs

<div><div>Rs Total Sales</div><div>₹ 161K</div><div>Revenue Generated</div></div>	<div><div>Total Profit</div><div>₹ 26K</div><div>Net Earnings</div></div>	<div><div>Quantity Sold</div><div>2,008</div><div>Units</div></div>	<div><div>AOV</div><div>₹ 44K</div><div>Average Order Value</div></div>
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## Key Highlights

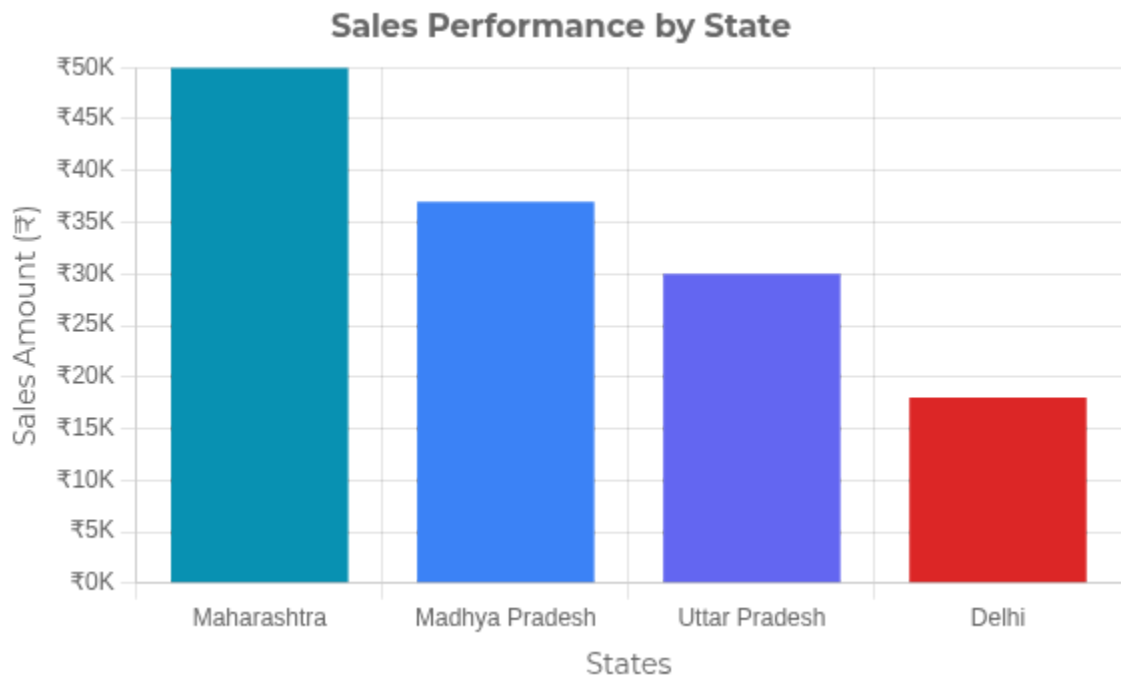
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**Maharashtra** leads in sales performance across all regions
- 

**Clothing (63%)** dominates sales quantity, followed by Electronics (21%)
- 

**COD (44%)** is the most preferred payment method among customers

# Sales Performance by State



## 🏆 Maharashtra

₹ 50K+

Highest performing state

↑ 20% higher than target

## 📈 Madhya Pradesh

₹ 37K

Consistent performer

= On target performance

## 📊 Uttar Pradesh

₹ 30K

Growing market

↑ 15% growth YoY

## Key Insights



Maharashtra contributes 37% of total sales revenue



Customer base in Madhya Pradesh shows high retention rates



Delhi needs targeted marketing campaigns to boost performance



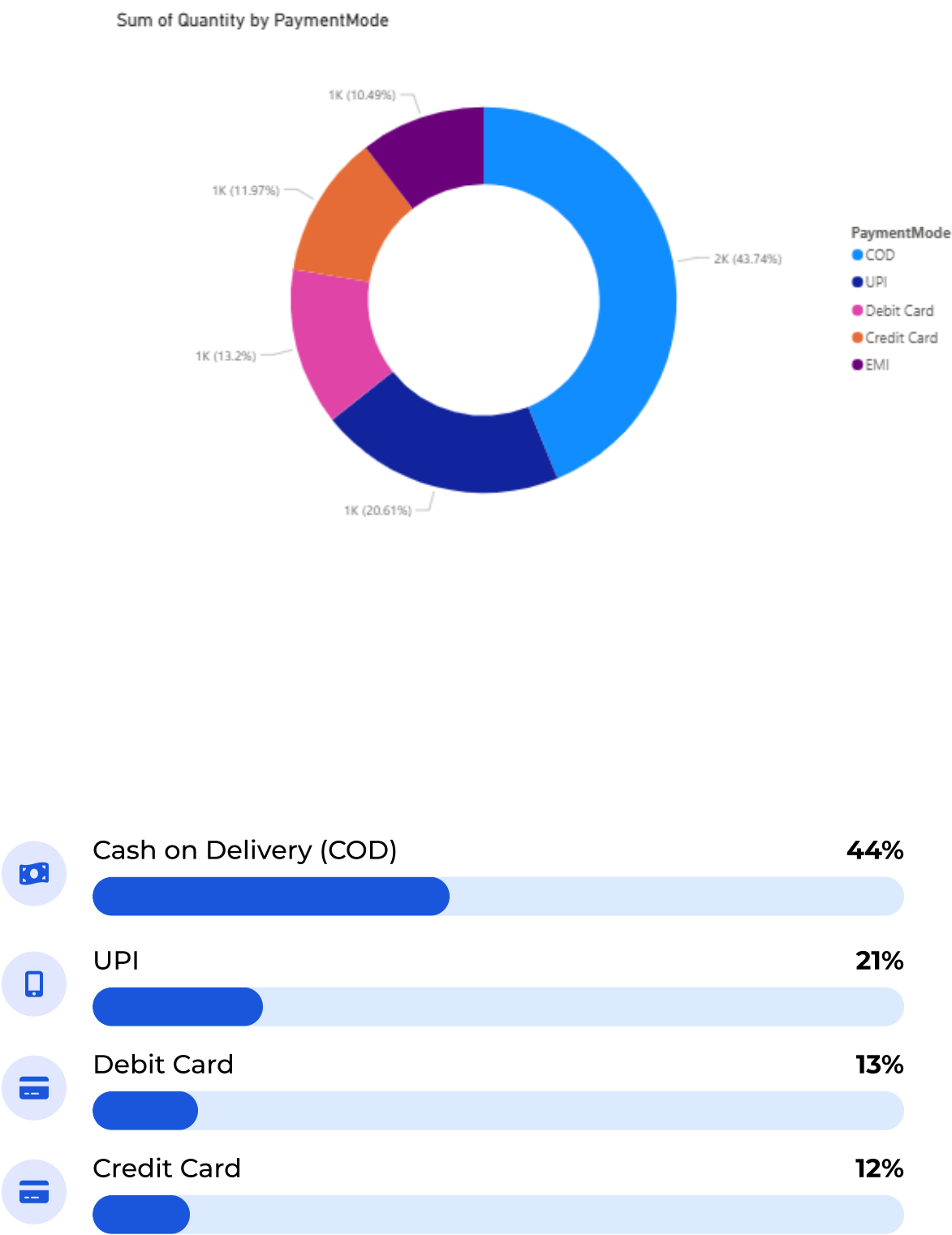
Uttar Pradesh shows potential for further market penetration

# Customer Insights & Payment Trends

## Overall Top Performing Customers

1	
Top Customer	
Madan Mohan	
Sum of Profit:	2166
State	Uttar Pradesh
2	
Top Customer	
Sarita	
Sum of Profit:	1137
State:	Maharastara
3	
Top Customer	
Madhav	
Sum of Profit:	864
State	Delhi

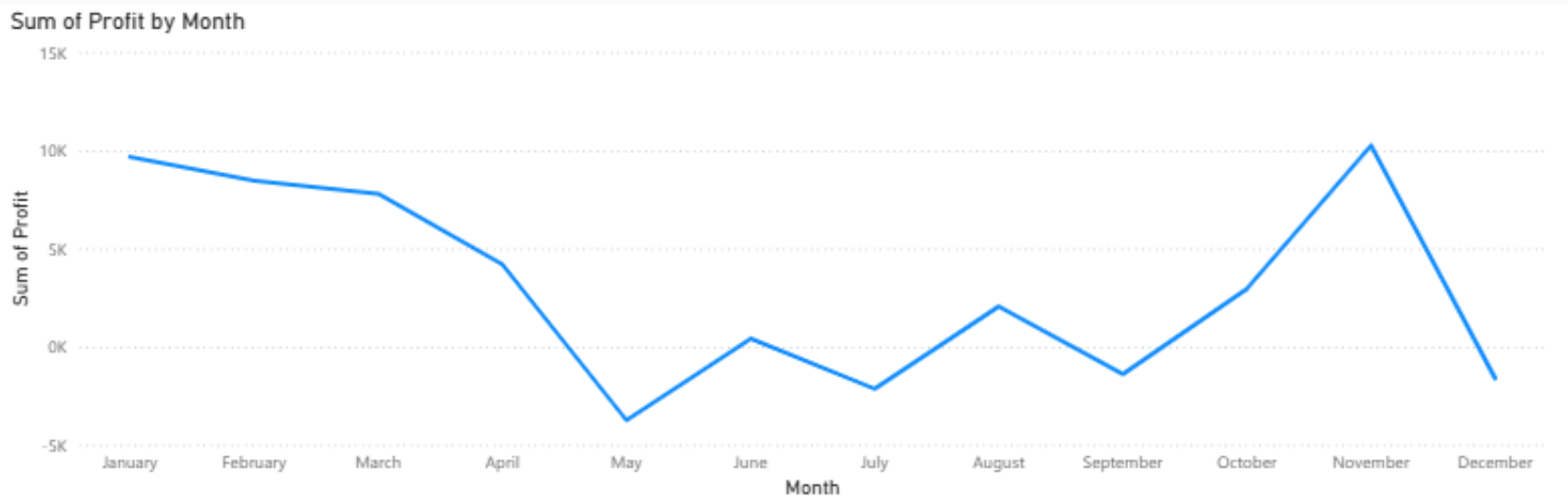
## Payment Mode Distribution



# Sales Trends: Monthly & Quarterly

★ November is the most profitable month with highest sales performance

## Monthly Profit Trends



## Quarterly Performance

📅 Q1

₹ 438K

37K Profit

📅 Q2

₹ 265K

22K Profit

📅 Q3

₹ 312K

28K Profit

📅 Q4

₹ 389K

34K Profit

## Key Observations

- 📈 Strong start in Q1 with January leading overall performance
- ⬆️ Seasonal fluctuations with mid-year slowdown in Q2
- ⬆️ Gradual recovery in Q3 leading to strong Q4 finish
- 📅 Predictable yearly cycle suggests planning opportunities

# Key Recommendations & Action Plan



## Promote Digital Payments

- Introduce cashback for UPI/card payments
- Loyalty points for digital transactions
- Reduce COD dependency (currently 44%)



## Targeted Regional Marketing

- Launch campaigns in Delhi (underperforming)
- Increase visibility in Uttar Pradesh
- Maintain momentum in Maharashtra



## Pearks For Top Customers

- Provide Extra Offer to Top customers
- Give Them Free gifts
- Introduce Refer And Earn Policy For extra Discount and gifts



## Product Category Optimization

- Focus on high-margin categories (Printers, Phones)
- Increase Margin On High Selling Products and reduce profit margin on low selling products

## Power BI DashBoard

