

# Sales Dashboard – Summary Report

**Role:** Data Analyst

**Task Code:** TW-TSK-DA-25-01

**Dashboard Link:** <https://app.powerbi.com/groups/me/reports/50b96e42-ddd1-4a6c-a73e-1787885980e3/4e4dbdfeaddcbef4a2be?experience=power-bi>

## Key Insights

1. Strong Overall Profitability
  - Total profit: ₹3M
  - North region leads with ₹783K (26.7%), followed by South (25.9%) and West (25.4%).
  - Profit distribution is fairly balanced across regions.
2. Top Products Driving Sales
  - Accessories (₹378K), Beauty (₹361K), and Apparel (₹358K) are the top contributors.
  - However, Mobile and Audio (also in top sales) show high return rates, indicating possible quality or service issues.
3. Category Performance
  - Fashion (₹1.01M) leads in profit, followed by Lifestyle (₹0.96M) and Electronics (₹0.96M).
  - Electronics has high returns (Mobile, Audio), which may erode margins if not managed.
4. Delivery & Operations
  - On-time delivery is consistent across regions, with West (511) slightly higher and South (473) lagging.
  - Average delivery time is 5 days, which could be reduced to improve customer experience.
5. Seasonal Trends
  - Profit peaks in May (₹274K) and September (₹266K).
  - Lowest profits observed in January (₹192K) and December (₹206K), suggesting off-peak demand cycles.
6. Customer Segments
  - Profits are well distributed across segments: Corporate (35.3%), Small Business, and Consumer.
  - Corporate segment is the most profitable, but reliance on it may pose risk if demand shifts.

## Operational Recommendations

- Improve Quality Control: Reduce returns on Mobile and Audio by addressing product quality or after-sales service.
  - Enhance Delivery Speed: Optimize logistics in South region to close the on-time delivery gap.
  - Discount Optimization: With average discount at 0.14, assess if discounting is driving real value or eroding margins.
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## Strategic Recommendations

- Diversify Growth Beyond Corporate: Invest in Consumer and Small Business loyalty programs to balance reliance on Corporate.
- Seasonal Promotions: Run aggressive campaigns during off-peak months (Jan & Dec) to stabilize revenue.
- Category Expansion: Leverage Fashion & Lifestyle categories (already strong) while improving Electronics profitability through lower returns.
- Regional Strengthening: Expand operations in high-profit North region while addressing delivery inefficiencies in South.

## SALES DASHBOARD

**₹3M**

TOTAL PROFIT

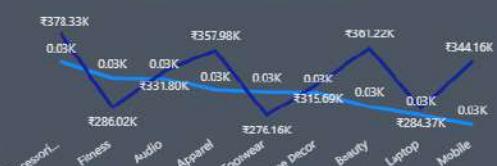
**5**

Avg Delivery Day

**0.14**

Avg Discount

### PROFIT VS DISCOUNT



Year, Quarter, Month, Day

### TOP 5 PRODUCTS

Accessories	378K
Beauty	361K
Apparel	358K
Mobile	344K
Audio	332K

### TOP RETURNS PRODUCTS

Mobile	30
Audio	28
Beauty	27
Apparel	26
Accessories	22

### PROFIT BY CATEGORY



### ONTIME DELIVERY



### Region

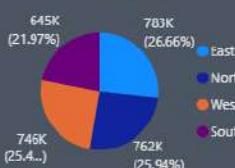
East

North

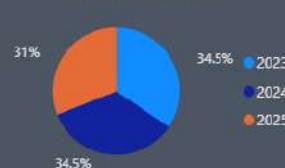
South

West

### PROFIT



### RETURN RATE



### PROFIT BY SEGMENTS



### PROFIT BY MONTHS

