

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.
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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

