Business Sales Performance Dashboard

8M	**367**	**120**
Sum of Total Sales	Sum of Quantity	Count of Product

Order Date

All

Customer Name

All

Sum of Total Sales by Category

2M (24.34%)

6M (75.66%)

Category
- Electronics
- Accessories
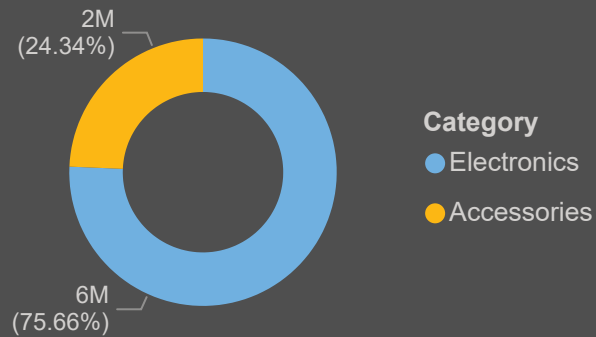
Sum of Total Sales by Region

West 2.02M, North 1.87M, East 1.71M, Central 1.47M, South 1.41M
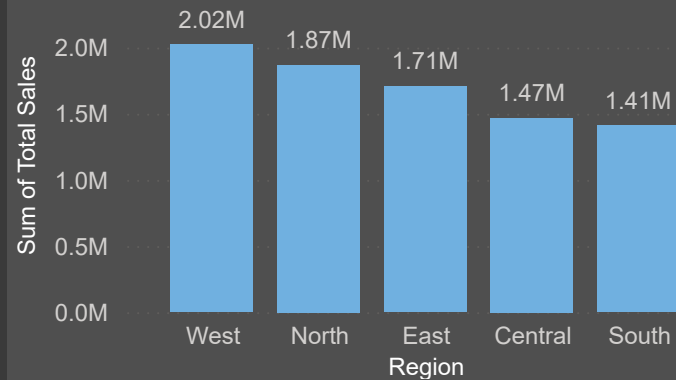
Sum of Total Sales and Sum of Quantity by Order Date

- Sum of Total Sales
- Sum of Quantity
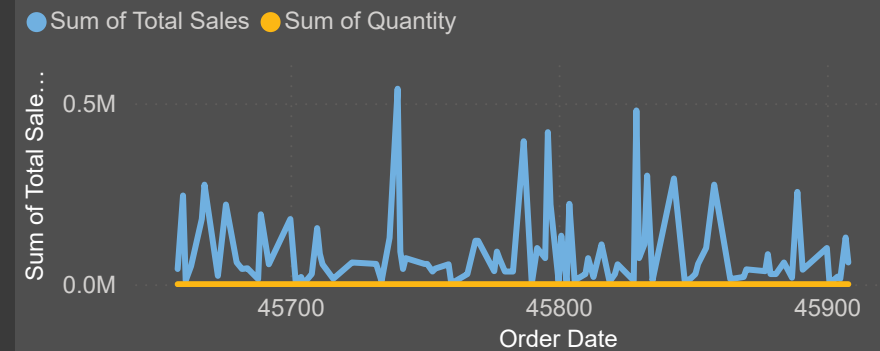
Sum of Total Sales by Payment Method

100%

Debit Card	2M
Cash	2M
UPI	2M
Net Banking	2M
Credit Card	1M

57.4%
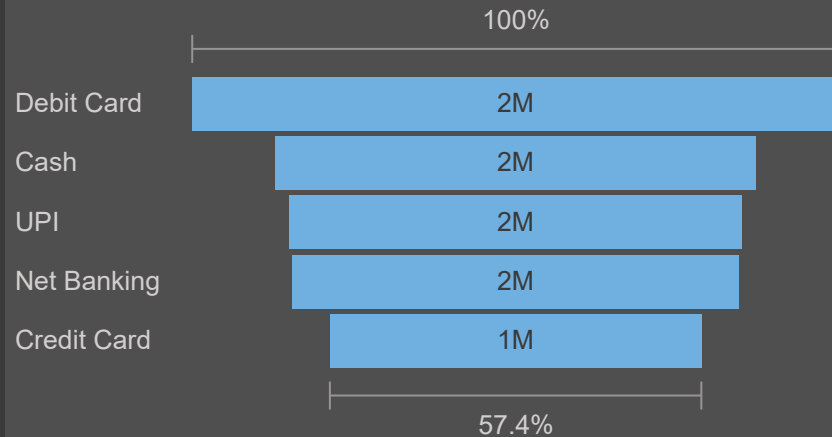
Sum of Total Sales by Product

| Tablet | Laptop | Monitor | Printer |
| Mobile | Headphones | Smartwatch | |
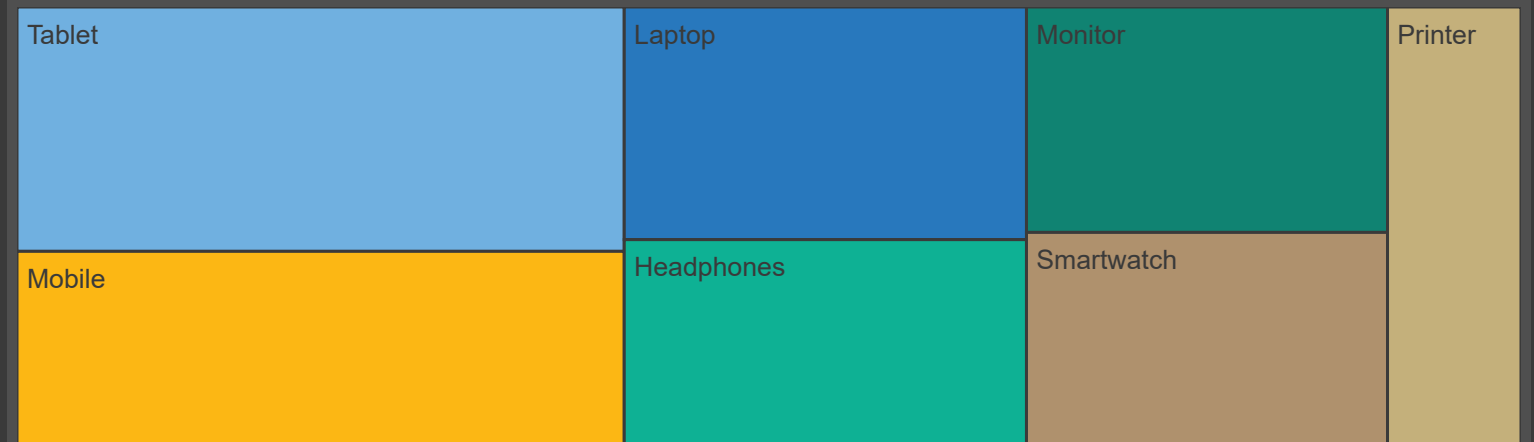
Sales Decomposition Analysis

Region	Category	Product	Quantity
West ✕	Accessories ✕	Smartwatch ✕	✕

Sum of Total Sales
8473000

West
2022000

North
1867000

East
1706000

Central
1469000

South
1409000

Electronics
1664000

Accessories
358000

Headphones
230000

Smartwatch
128000

5
100000

4
28000
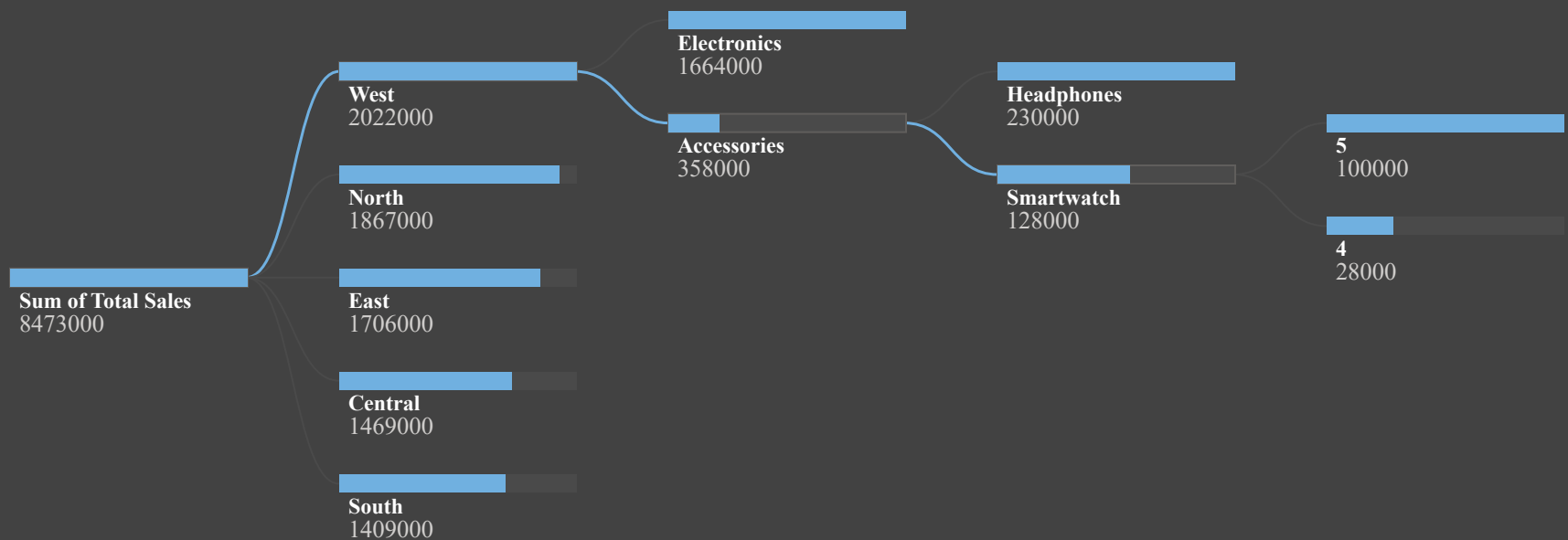
Based on this dashboard, here are some key insights from the sales data:

1. Top Performing Categories and Regions

- **Top Sales Category:** "Electronics" is the highest-grossing category.
- **Top-Selling Product:** The data shows that "Laptop" is the best-selling individual product.
- **Top Performing Region:** The "West" and "North" regions are the top two regions in terms of total sales.

2. Overall Sales Performance

- **Total Sales:** The company has generated a total of $8 million in sales.
- **Quantity Sold:** A total of 367 units have been sold.
- **Product Count:** The company has a total of 120 unique products.

3. Payment Method Insights

- **Most Popular Payment Method:** "Debit Card" is the most frequently used payment method by customers.
- **Cash Dominance:** The "Cash" payment method is a close second in popularity, indicating a significant portion of customers still prefer this traditional method.

4. Sales Trends

- **Consistent Sales**: The "Sum of Total Sales and Sum of Quantity by Order Date" chart suggests a relatively consistent sales trend over time, with some minor fluctuations. There are no dramatic spikes or drops, which could indicate a stable market and customer base.

Summary

The business is performing well, with strong sales in the Electronics category, particularly in the West and North regions. The most popular payment methods are Debit Card and Cash. The overall sales trend appears stable, indicating consistent performance.