

Task 8: Simple Sales Dashboard Design

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Deliverable 1: Dashboard Overview

The dashboard was designed to track sales performance across three key dimensions: time (monthly trends), geography (regions), and product categorization. The visualizations were generated using Python to simulate the analytical capabilities of tools like Power BI.

Note: Please refer to the attached file `Dashboard_Suchismita_Maity.pdf` for the complete visual dashboard.

Deliverable 2: Key Insights

Based on the analysis of the sales data for the year 2023, the following key insights were observed:

1. Regional Dominance

The **West Region** is the top-performing area, contributing approximately 35% of the total annual sales. This suggests a strong market presence or higher demand in Western states compared to the North and South regions, which lag behind by a margin of 10-15%.

2. Product Category Performance

Technology products are the primary revenue driver, accounting for the largest slice of the sales pie chart. Despite likely having lower sales volume compared to Office Supplies, the higher unit price of Technology items (e.g., laptops, phones) results in significantly higher revenue generation.

3. Seasonal Trends

The line chart reveals a distinct **upward trend in Q4 (October - December)**. Sales spiked significantly towards the end of the year, likely driven by holiday shopping seasons and year-end corporate budget spending. Q1 (January - March) showed the slowest performance, indicating a need for early-year marketing initiatives.

4. Recommendations

- Focus marketing efforts in the North and South regions to balance regional performance.

- Stock inventory heavily for Technology products leading into Q4 to prevent stockouts during the peak season.