# XYZ ECOMMERCE SALES DASHBOARD

| Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |

All ▼

**438K**
Sum of Amount

**37K**
Sum of Profit

**5615**
Sum of Quantity

**121K**
Sum of Aov
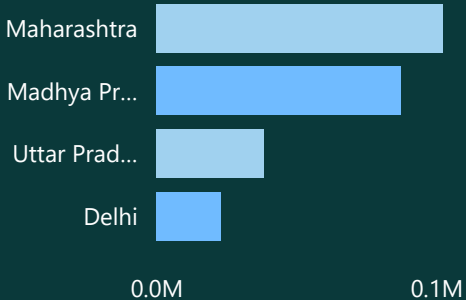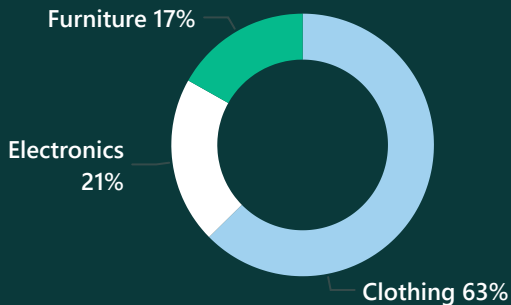
## Profit-Loss by Month



## Top States



Maharashtra
Madhya Pr...
Uttar Prad...
Delhi

0.0M — 0.1M

## Quantity - Category



Furniture 17%
Electronics 21%
Clothing 63%

## Top Customer



10K
5K
0K

Harivansh   Madhav   Madan Mohan   Shiva

## Quantity-PaymentMode



EMI 10%
Credit Card 12%
Debit Card 13%
COD 44%
UPI 21%

## Profit by Sub-Category



Printers
Bookcases
Saree
Accessories
Tables

0K — 5K — 10K
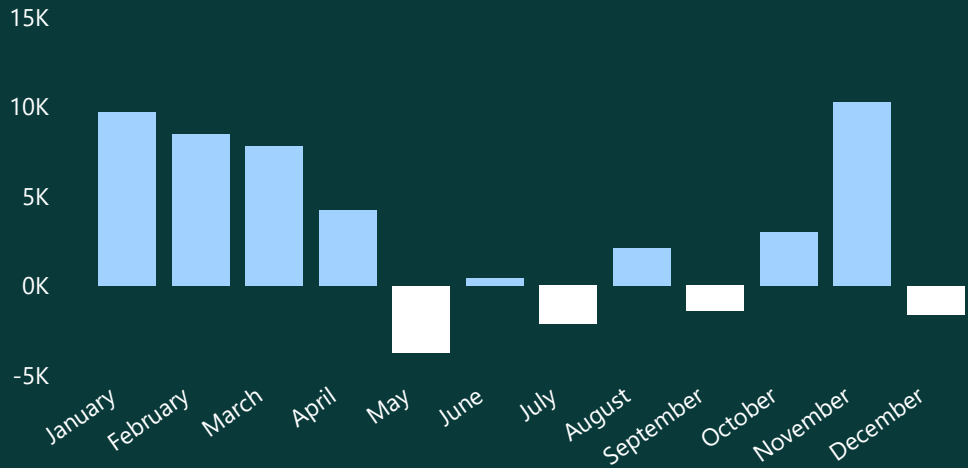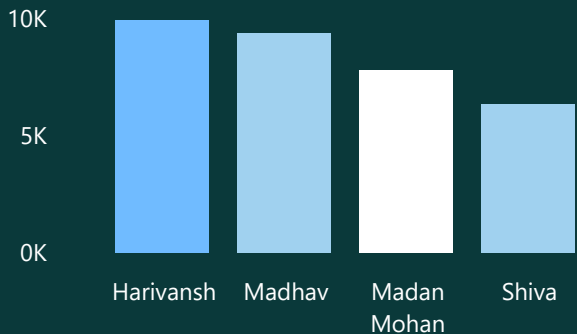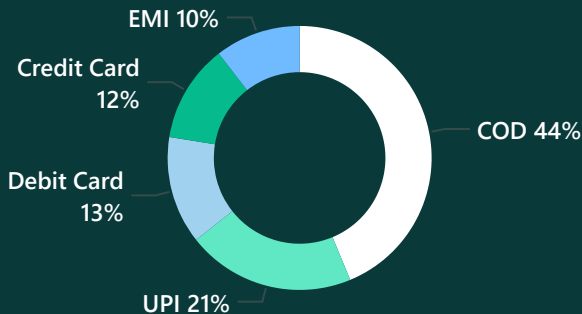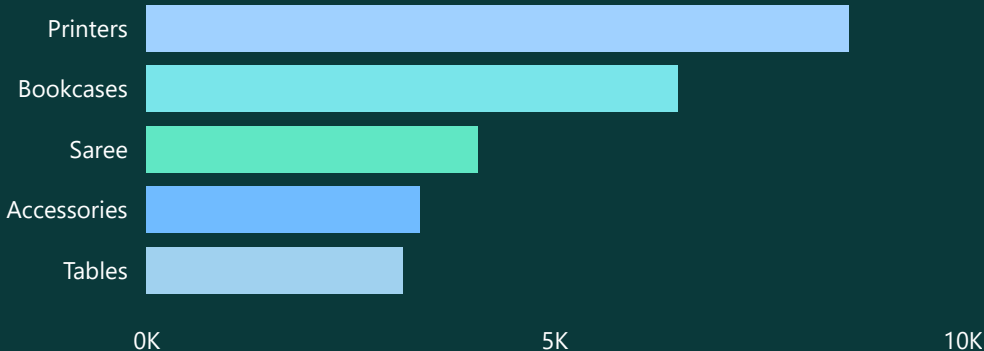
## Key Insights from Your Project:

### 1. Sales Performance Analysis:
- **Total Sales:** ₹438K
- **Total Profit:** ₹37K
- **Average Order Value (AOV):** ₹121K
- **Peak Profit Months:** Identify which months drive the highest revenue.

### 2 . Category & Product Insights:
- **Clothing contributes 63% of total sales**, making it the best-performing category.
- **Printers and Bookcases show high profitability**, while **Tables and Accessories have lower margins**.

### 3 . Customer & Payment Trends:
- **Most Preferred Payment Mode: COD (44%)**, followed by UPI (21%) and EMI (10%).
- **Identified high-value customers**, helping in retention and personalized marketing.

### 4 . Geographic Sales Insights:
- **Maharashtra generates the highest revenue**, followed by Delhi, Uttar Pradesh, and Madhya Pradesh.
- These insights help businesses **optimize regional marketing strategies**.

### 5 .  Profitability Trends:
- **Quarterly profit analysis** shows seasonal variations, guiding discount strategies.
- **Detected potential loss-making months**, improving financial planning.

## What You Should Focus on to Improve:

- **Advanced Insights:** Add trend analysis (YOY growth, seasonality) to strengthen your storytelling.
- **Predictive Analysis:** Implement forecasting techniques to predict future sales.
- **Customer Segmentation:** Use RFM (Recency, Frequency, Monetary) analysis to classify customers.
- **Deep Profitability Analysis:** Identify why some sub-categories underperform.