# Zomato Sales:

In the dynamic food industry, data holds immense importance for grasping customer preferences and enhancing service quality. The restaurant analytics dashboard unveils vital insights into cuisine trends, customer feedback, and online ordering patterns. Let's delve into the dashboard's components and their benefits for restaurant proprietors and food aficionados.

\*\*Key Features of the Dashboard:\*\*

- \*\*Cuisine Word Cloud:\*\*

Revealing popular cuisines like Indian, Chinese, North Indian, and fast food through a visually engaging word cloud. Larger words signify higher popularity, aiding in identifying trending food choices.It has been made with card and giving it a tile pattern which made as straight line and used and menu.

- \*\*Location-Based Analysis:\*\*

A filterable list of restaurant locations enables users to pinpoint specific areas, assisting customers in discovering nearby restaurants and aiding business owners in recognizing high-demand zones. it is done with map based pattern.

- \*\*Cuisine Preferences:\*\*

Users can filter restaurants by cuisine types such as American, Continental, and Fast Food, facilitating the selection of dining options aligned with their taste preferences.It has again used with card pattern.

- \*\*Customer Engagement Metrics:\*\*

- Total Votes: Showcasing an impressive 5 million votes, indicating robust customer engagement.

- Average Rating: Reflecting an average rating of 4, underscoring overall customer satisfaction.

- \*\*Online Order & Table Booking Options:\*\*

A toggle filter streamlines the search for restaurants offering online ordering and table reservations, enhancing user convenience.

- \*\*Top 10 Restaurants Ranking:\*\*

A bar chart illustrates the top restaurants based on customer votes, empowering users to make informed dining choices.

Slicer used for rating.

\*\*Conclusion:\*\*

This dashboard serves as a potent tool for both patrons and restaurant managers, offering insights into food trends, customer inclinations, and engagement metrics for informed decision-making. With interactive filters and visual analytics, users can effortlessly navigate restaurant options and discover exceptional dining experiences. I hope if you like the dashboard please share your opinion and any further suggestion which will imporve me in further.

A screenshot of a computer

AI-generated content may be incorrect.

# Fashion Trending:

# E-commerce Sales Dashboard Analysis

**Key Insights & Observations:**

**1. Total Order and Sales by Month (Bar Chart)**

* The chart presents total orders and total sales across different months.
* The highest sales were recorded in **month 4 (April)**.
* A declining trend is observed in orders and sales after April, which may require further investigation.

**2. Total Sales & Orders (KPI Metrics)**

* **Total Sales in E-shops:** **$7M**, indicating strong revenue performance.
* **Total Orders in E-shops:** **165K**, demonstrating a high volume of transactions.
* **Average Order Value:** **44**, derived by dividing total sales by total orders.

**3. Order Distribution by Country (Pie Chart)**

* A majority (~81%) of orders originate from a single country.
* Other countries contribute smaller percentages of orders.
* Potential opportunities exist for market expansion in underperforming regions.

**4. Clothing Sales by Page Viewed (Line Chart)**

* The chart shows the relationship between page views and total sales.
* A declining trend suggests fewer sales from pages with lower engagement.
* This may indicate the need for better product positioning, improved marketing, or website optimization to enhance conversion rates.

**Recommendations for Improvement:**

1. **Sales Trends Analysis:** Conduct a detailed analysis to understand the reasons behind declining sales after April.
2. **Market Expansion Strategy:** Develop targeted marketing campaigns or partnerships to increase sales in underperforming regions.
3. **Customer Behavior Insights:** Analyze customer navigation patterns to identify key drivers of engagement and conversion.
4. **Conversion Rate Optimization:** Assess product pages with high views but low sales and optimize product descriptions, pricing strategies, and user experience to boost conversions.

**Conclusion:**

This dashboard provides valuable insights into e-commerce performance. Addressing the identified trends and implementing the recommendations can enhance sales performance and market reach. Further data analysis can be conducted to refine strategies and improve overall business outcomes.

A screenshot of a computer

AI-generated content may be incorrect.

# Car sales

# Car Sales Dashboard Overview

**1. Sales of Top Gainers vs Losers**

**Chart Type:** Stacked Bar Chart  
**Description:** This chart displays the sum of sales for various months, categorizing them into gainers and losers. The bar heights represent total sales, while the color-coded sections within each bar differentiate between the top gainers and underperformers.

**2. Top 10 Gainers by Sales**

**Chart Type:** Bar Chart  
**Description:** This vertical bar chart ranks the top 10 car models based on sales performance. Each bar represents a car model, with the height indicating the number of units sold.

**3. Segment of Sales**

**Chart Type:** Clustered Bar Chart  
**Description:** The chart categorizes vehicle sales based on their segment, such as C1, B2, Utility, etc. Multiple bars for each segment indicate different contributing factors or data variations.

**4. Month-wise Sales**

**Chart Type:** Line Chart  
**Description:** The line chart provides a trend analysis of sales across different months, showing fluctuations in demand and highlighting peaks and declines.

**5. Filter Options**

The dashboard includes interactive filters for:

* **Make:** Allows users to filter data by car manufacturers.
* **Model:** Users can focus on specific car models.
* **Segment:** Filters the data based on car categories.

**Insights & Observations**

* Certain months show significantly higher sales, possibly due to seasonal demand or promotional campaigns.
* The top gainers list is dominated by specific car models, indicating their market popularity.
* Sales segments vary widely, with some categories significantly outperforming others.

This dashboard effectively visualizes key trends in car sales, helping stakeholders make data-driven decisions regarding inventory, marketing, and sales strategies.

A screenshot of a computer

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.