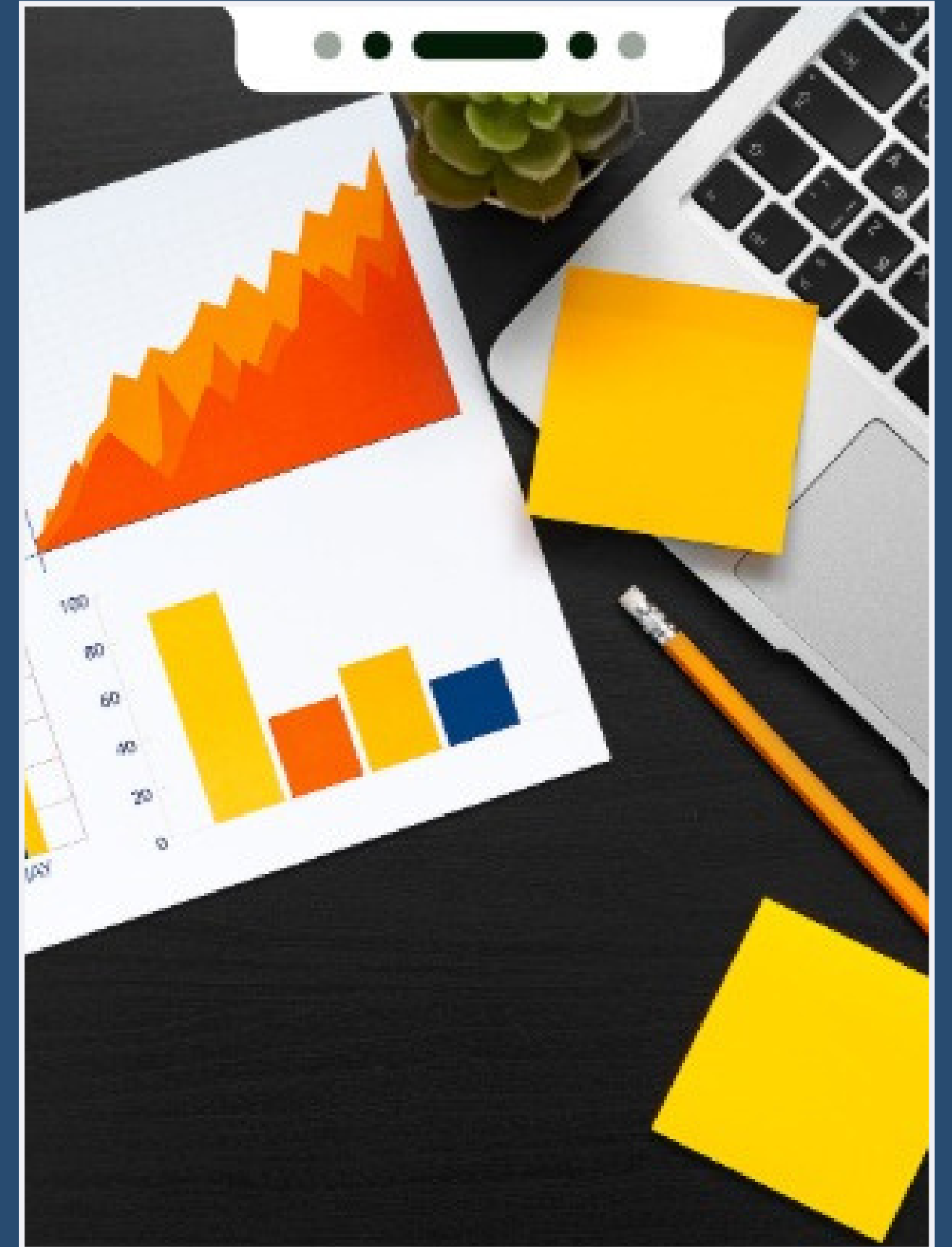


# Interactive Sales Dashboard

An Overview of Key Business Insights



# Sales Performance Insights

## Turning Raw Sales Data into Strategic Action

- **Visualizing Key Metrics:** Leveraged sales data to build a dynamic dashboard that clearly presents high-level performance indicators such as total sales, total profit, and discounts offered — providing instant insight into business health.
- **Performance by Product Category:** Analyzed sub-categories like Phones, Chairs, and Storage, which emerged as top contributors to sales. This helps identify high-performing product lines and areas needing attention.
- **Customer Segment Analysis:** Segmented data by customer type — Consumer, Corporate, and Home Office. Corporate customers account for the highest sales share, revealing potential for targeted retention and upselling strategies.
- **Geographical Sales Insights:** Mapped sales across East, West, Central, and South regions. East leads with the highest sales volume, while Central shows potential for growth, guiding regional focus for future campaigns.
- **Time-Series Trends:** Included visual breakdowns of sales and profit over time. Year-wise growth from 2018 to 2021 shows consistent improvement, while daily sales tracking highlights seasonal trends and spikes.
- **Interactive Filtering:** Integrated slicers and filters allow real-time drill-down by year, region, segment, and category — enhancing decision-making by offering flexible views for different business needs.

# Sales Report Dashboard

22,97,200.86

Sum of Sales

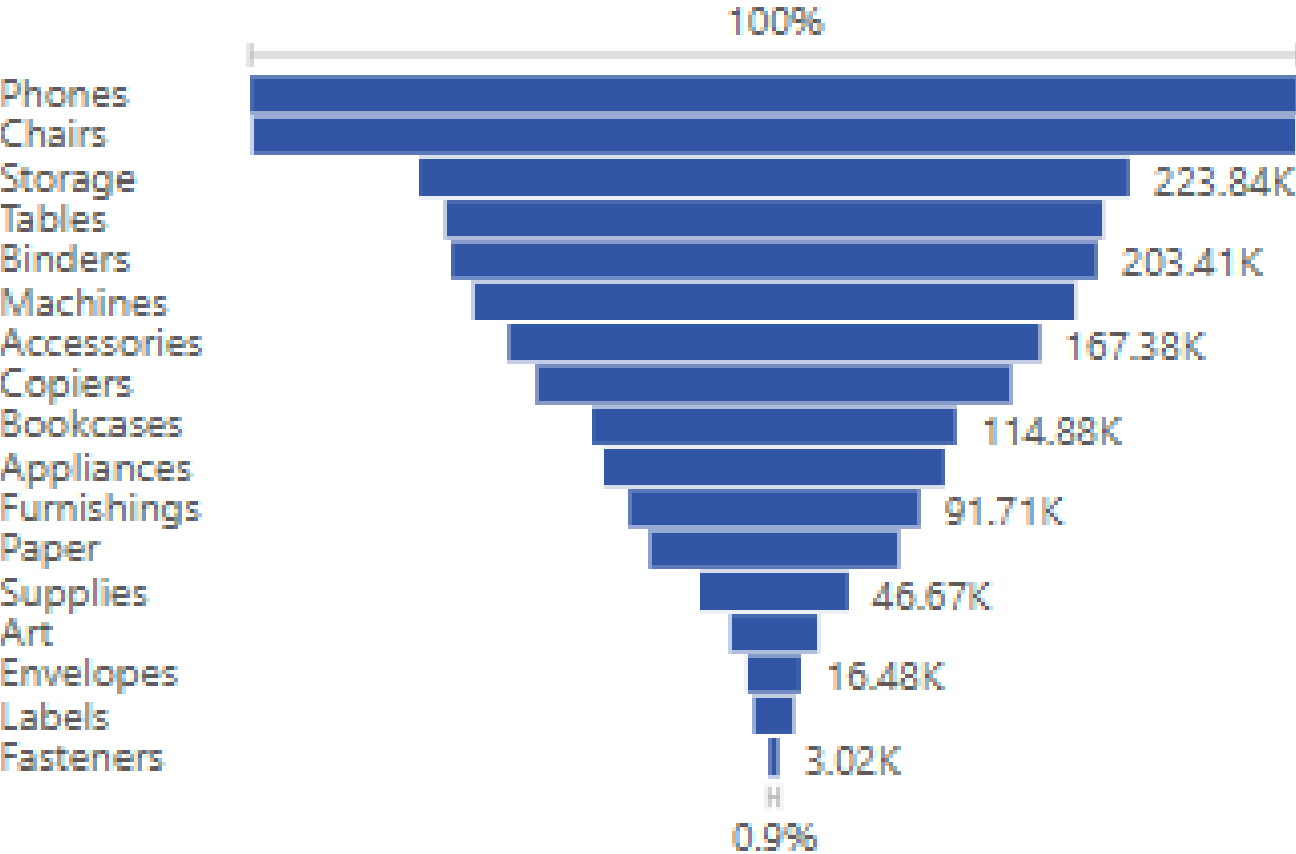
2,86,397.02

Sum of Profit

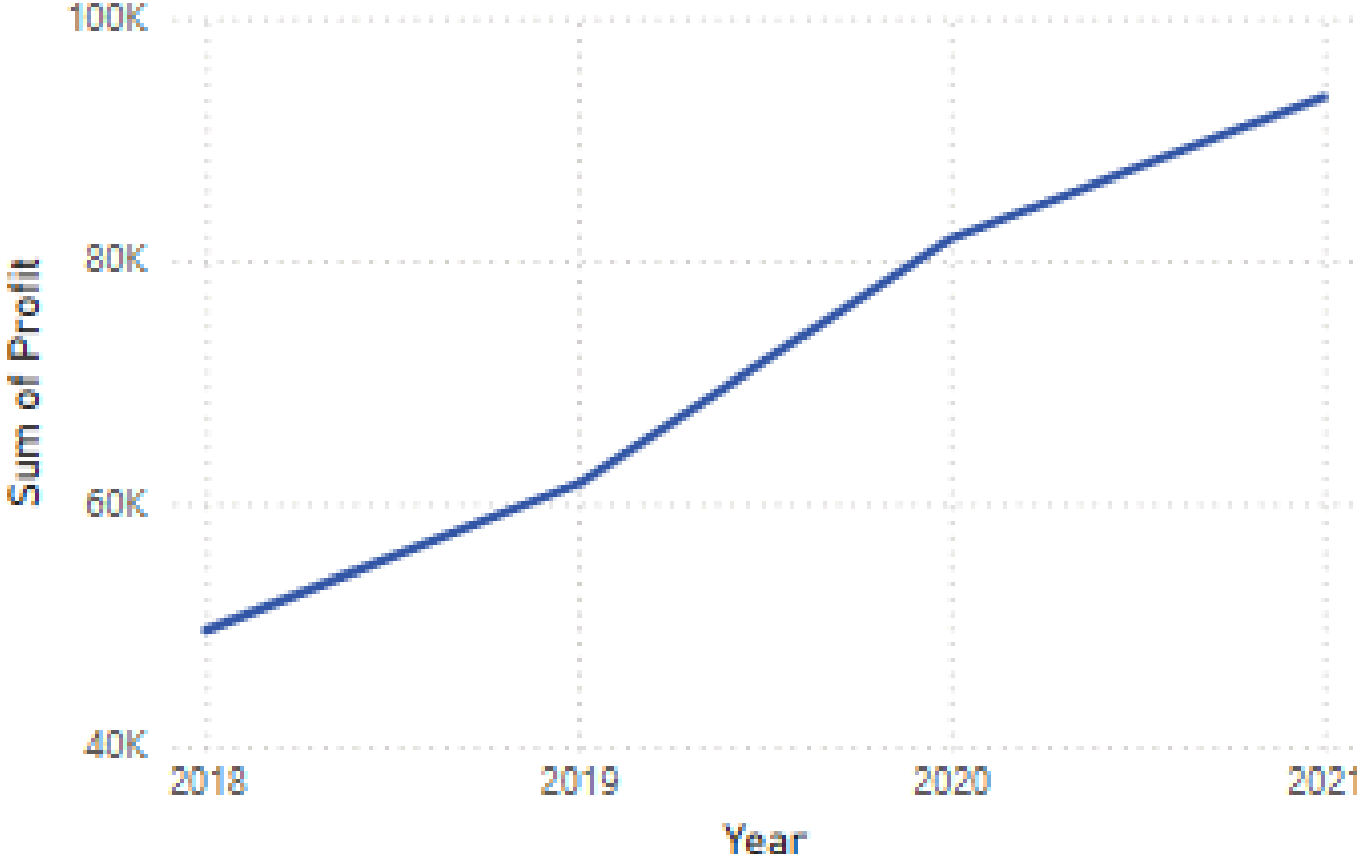
1,561.09

Sum of Discount

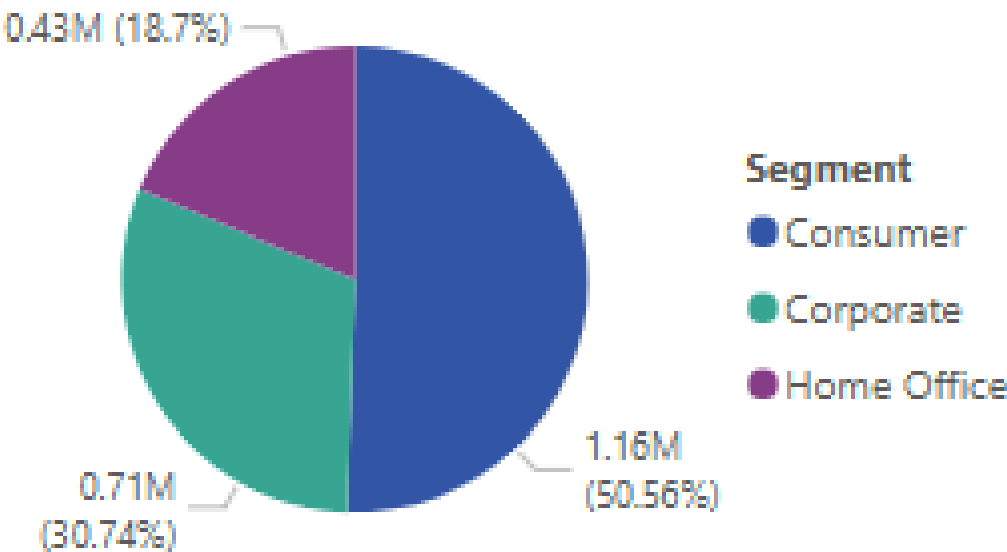
Sum of Sales by Sub-Category



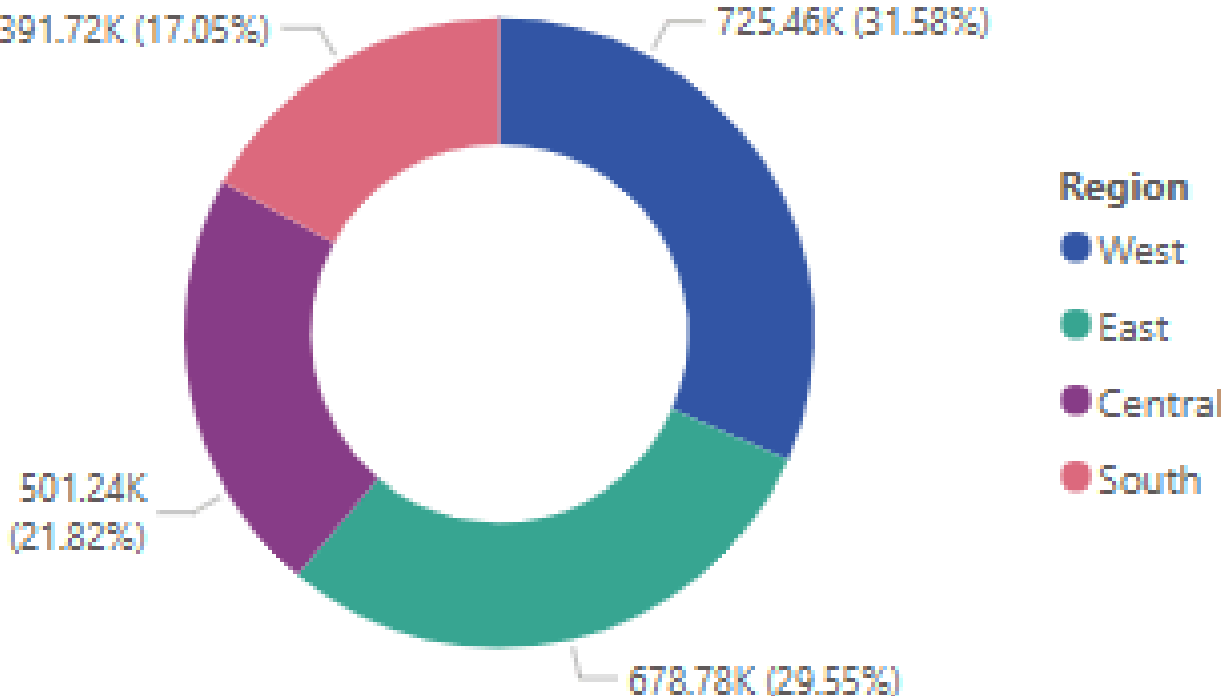
Sum of Profit by Year



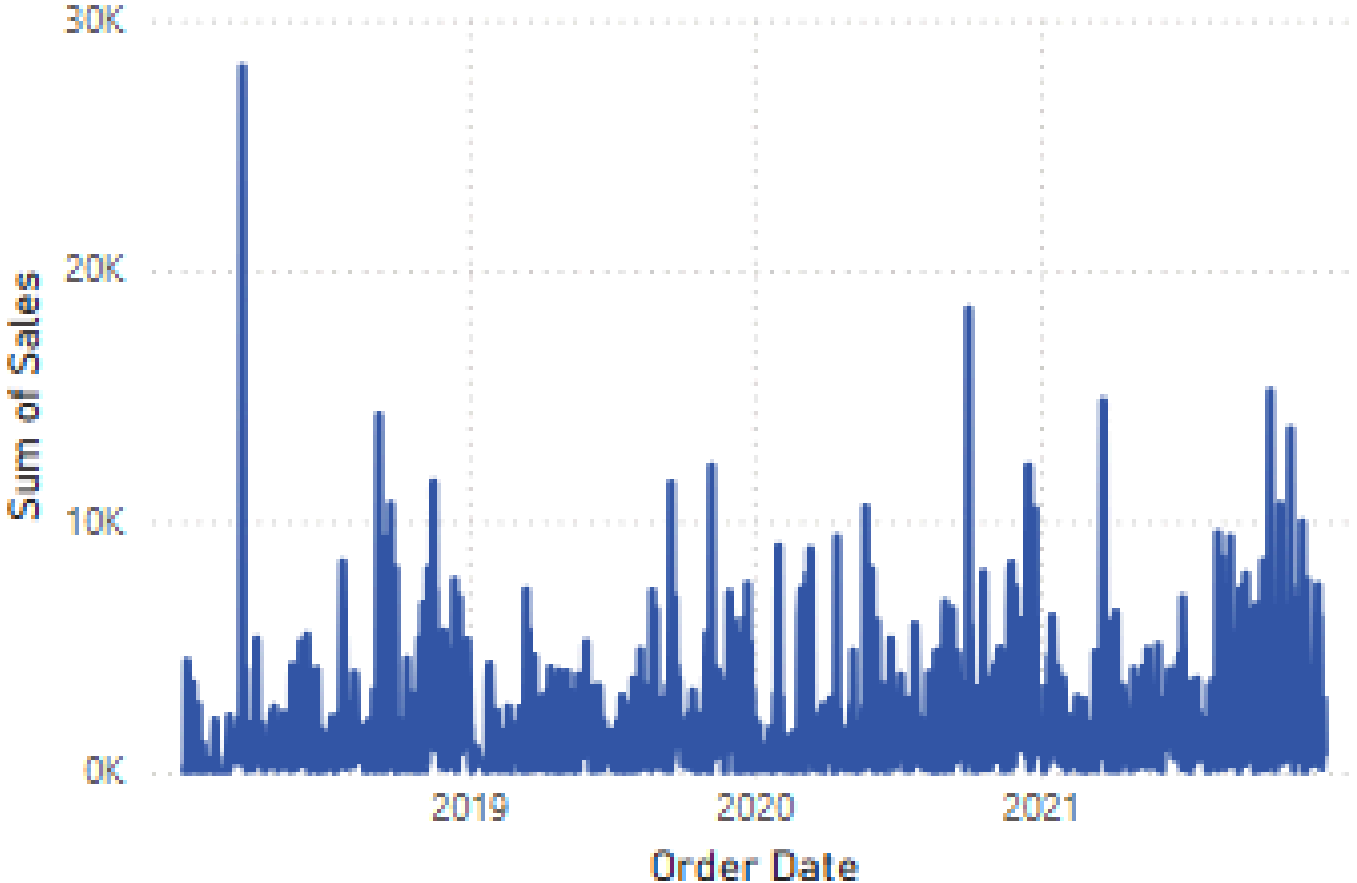
Sum of Sales by Segment



Sum of Sales by Region



Sum of Sales by Order Date



# Dashboard Summary: Sales Performance Analysis

## Overview:

This interactive dashboard provides a comprehensive analysis of the company's sales, profit, product performance, and market reach, helping stakeholders make data-driven decisions

### Key Metrics (KPIs)

- Total Sales: ₹22,97,200.86
- Total Profit: ₹2,86,397.02
- Total Discount Given: ₹1,561.09

### Product Performance

- Top Seller: Phones dominate the sub-category sales, followed by Chairs and Storage.
- Sales Distribution: Significant difference between top and low-selling sub-categories.
- Underperformers: Fasteners, Labels, and Envelopes show the lowest sales figures.

### Geographical & Segment Analysis

- Sales by Region:
  - Top Regions: East (31.58%) and South (29.55%) show the highest contribution to total sales.
  - West and Central regions have lower yet notable sales.
- Sales by Segment:
  - Corporate (50.56%) leads, followed by Consumer (30.74%) and Home Office (18.7%), indicating stronger B2B sales performance.

### Time-Based Trends

- Yearly Profit Trend:
  - Consistent profit growth observed from 2018 to 2021, reflecting successful sales strategies over time.
- Sales Over Time:
  - Line chart for Order Date reveals fluctuating daily sales volume with seasonal spikes and promotional impact.

### Stakeholder Insights

- Spot top-selling and low-performing product categories.
- Evaluate which customer segments drive the most revenue.
- Understand regional performance to plan marketing and inventory.
- Use year-over-year growth to forecast and plan strategically.
- Enable informed, data-driven business decisions through an easy-to-read interface.

Thank You