

Introduction

Welcome to the "Comparative Analysis Dashboard for Sales Performance during the year 2016" . This dashboard is designed to provide a high-level view of the sales performance of a company. By analyzing the sales data, this dashboard helps to identify the key insights, trends, and opportunities for growth. The dashboard measures the sales performance of the company by comparing the current year sales to the previous year sales and the budgeted sales. With the help of this dashboard, the company can make data-driven decisions to improve their sales performance and achieve their business goals.

Comparitive Analysis Dashboard

Year, Month name

2019

Category

All

Category

All

888.11M

CY Sales

672.30M

PY Sales

32.10%

YoY Sales Growth

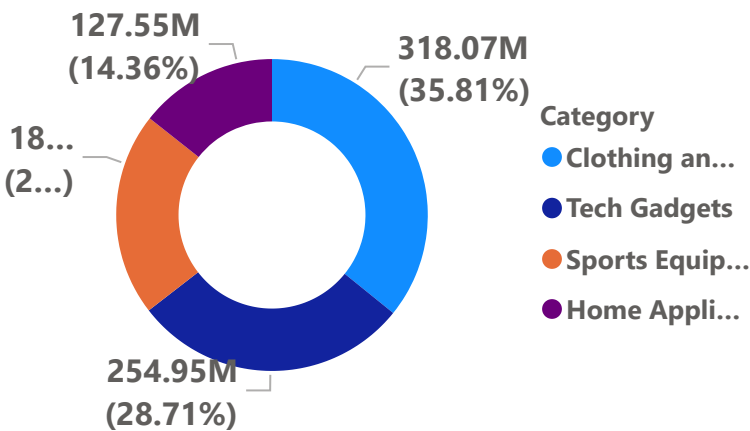
853.34M

Budgeted Sales

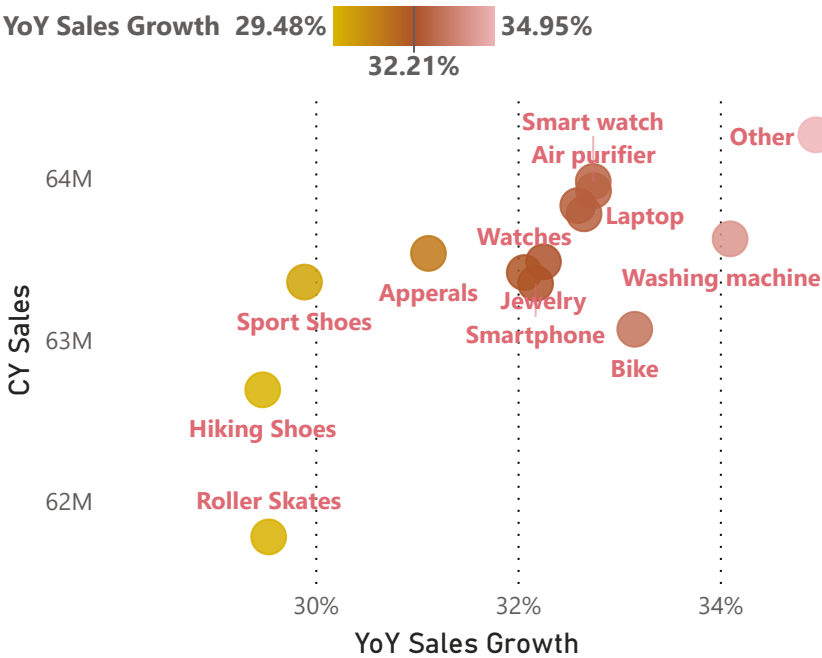
4.07%

Budgeted Variance

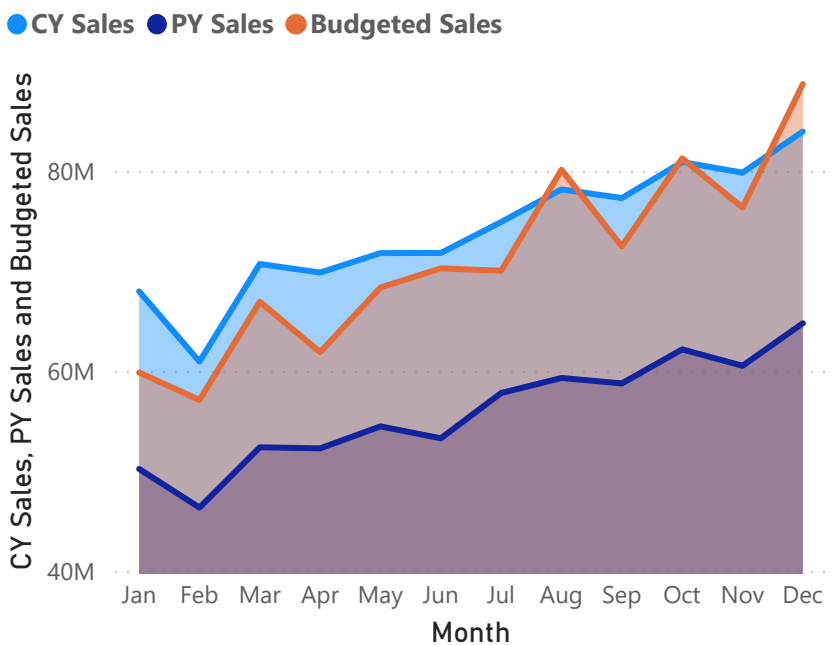
Sales by Category



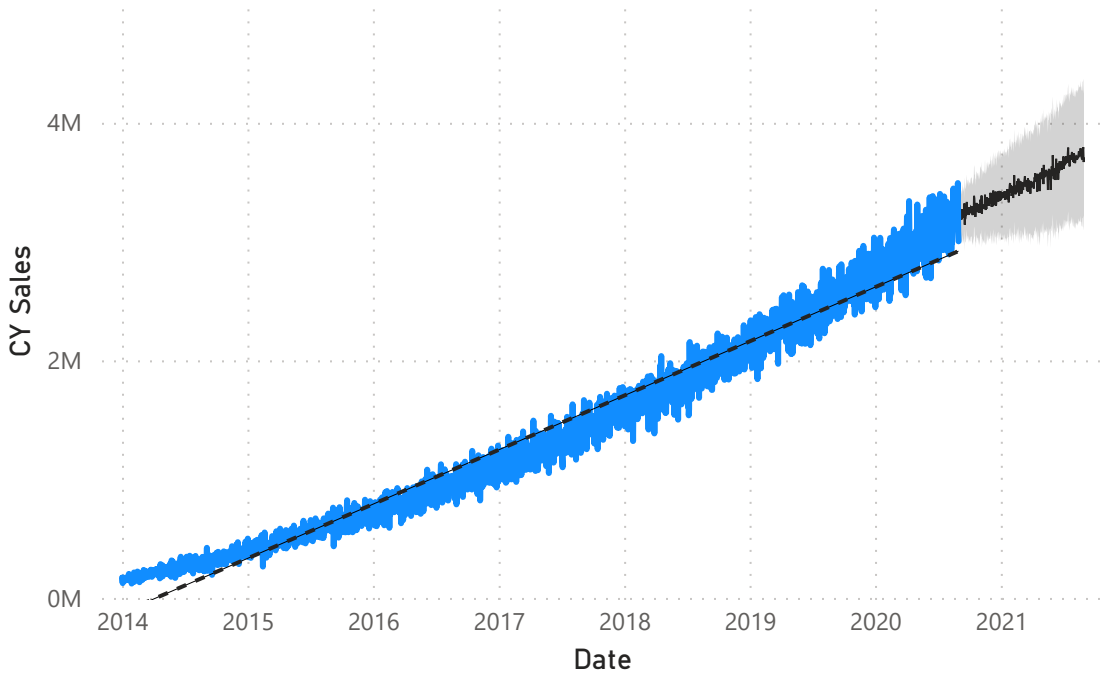
Sales Growth and Sales by Product Name



CY Sales, PY Sales and Budgeted Sales by Month



Sales Trend with Forecast



Category	as	PY Sales	YoY Sales Growth	Budgeted Sales	Budgeted Variance
Watches	M	48.02M	↑ 32.07%	67.02M	↓ -5.37%
Sport Shoes	M	48.78M	↑ 29.89%	57.45M	↑ 10.29%
Total	M	240.88M	32.04%	319.56M	-0.47%
Tech Gadgets					
Smart watch	M	48.20M	↑ 32.75%	66.46M	↓ -3.73%
Tablet	M	48.14M	↑ 32.60%	61.05M	↑ 4.55%
Laptop	M	48.08M	↑ 32.66%	61.99M	↑ 2.90%
Smartphone	M	47.93M	↑ 32.18%	19.59M	↑ 223.39%
Total	M	192.35M	32.55%	209.09M	21.93%
Sports Equipment					
Bike	M	47.36M	↑ 33.16%	67.37M	↓ -6.38%
Hiking Shoes	M	48.42M	↑ 29.48%	65.31M	↓ -4.02%
Total	M	672.30M	32.10%	853.34M	4.07%

Insights

- 1) Clothing and Fashion category sells the most.
- 2) "Other" Category has shown the highest change in sales from last year as well, and the total sales for the 2019 is also led by "Other"
- 3) The overall trend for the sales is positive across all the across the year.
- 4) Overall Tech Gadgets has the highest positive budgeted variance 21.93%.
- 5) For products smartphone under under gadgets has the highest positive budget variance of 223%.