Executive Summary: Sales Analysis Dashboard

Key Highlights

- Total Orders: 1,000

- Total Revenue: Rs. 35,20,984

- Average Customer Spend: Rs. 3,520.98

- Average Order-to-Delivery Time: 5.53 days

Performance Breakdown

1. Revenue by Occasion:

   - Highest revenues for Anniversary, Holi, and Raksha Bandhan.

   - Diwali and Birthday also contribute well.

2. Revenue by Product Category:

   - Top categories: Colors, Soft Toys, Sweets.

   - Lower performance in Plants, Mugs, Cakes.

3. Top Performing Products:

   - 'Aut Box' leads in revenue, followed by 'Accusantium Set'.

   - Bundling opportunities in top 5 products.

4. Monthly Revenue Trends:

   - Peak months: March and August.

   - Promotional opportunity in May, June, December.

5. Order Time Analysis:

   - Peak order time: 3 PM to 6 PM.

6. Geographical Insights:

   - Top cities: Imphal, Kolkata, Dhanbad.

   - Growth potential in Bhopal and North Dumdum.

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Strategic Recommendations

1. Occasion-Based Marketing: Focus on high-performing and underperforming occasions.

2. Category Optimization: Boost top categories, revisit strategies for low performers.

3. Geo-Targeting: Expand in top cities, assess low-performing ones.

4. Customer Engagement: Align promos with order times and spending patterns.

5. Inventory Planning: Prepare for seasonal spikes based on monthly trends.

Conclusion

The sales data reveals clear customer behavior patterns. Leveraging these insights will enable the business to boost revenue, improve customer experience, and make informed strategic decisions.

Dashboard Access

You can access the interactive sales analysis dashboard here:

https://1drv.ms/x/c/25f7dce5112047c0/ETphwPD5nStGvJOMgfa1o1kB_6TJE5JdN-Im5EHBnRGrjA?e=tpeV9g