Sales Performance & Revenue Analysis Dashboard

Executive Dashboard Analysis

1. Overall Business Performance

- **Total Orders:** 1,000

- **Total Revenue:** ₹35.2 Lakhs

- **Average Order Value (AOV):** ₹3,520

Insight:

The AOV of ₹3,520 indicates a mid-to-high value gifting business. The revenue-to-order ratio suggests customers are not purchasing low-ticket items frequently, but rather bundled or premium gift products.

2. Monthly Revenue Trend (Time Series Insight)

There is noticeable fluctuation across months with a strong peak around **September**.

Analysis:

- The spike likely correlates with **festival season demand**.

- Revenue drops in some mid-year months suggest low seasonal engagement.

- The business is **not linear** — it is clearly seasonal.

Business Interpretation:

We should:

- Increase marketing budget before peak months.

- Introduce promotional campaigns in low-performing months to stabilize revenue.

3. Revenue by Category (Contribution Analysis)

Top categories:

- Colors

- Soft Toys

- Sweets

Lower categories:

- Mugs

- Cakes

- Plants

Insight:

Core revenue drivers are emotional/celebration-oriented categories. Lower-performing categories may either:

- Have lower demand

- Be poorly promoted

- Or have weaker pricing strategy

Recommendation:

Run cross-sell strategy:
Example:
"Soft Toy + Cake Combo"

4. Revenue by Product (Product Concentration Risk)

Top product:

- **Dolores Gift**

Other strong contributors:

- Deserunt Box

- Dignissimos Pack

- Eius Gift

Insight:

Revenue appears concentrated among a few SKUs.

⚠ Risk:
If one top product stock-outs or underperforms, revenue may drop significantly.

Recommendation:

- Identify top 20% products contributing 80% revenue (Pareto analysis)

- Ensure inventory planning for high-demand SKUs

5. Revenue by Occasion (Customer Behavior Insight)

Highest revenue occasions:

- Anniversary

- Raksha Bandhan

- Holi

Lower:

- Valentine's Day

- Diwali

Insight:

Customer buying is **emotionally triggered and occasion-driven**.

However:
Valentine's Day underperformance suggests either:

- Poor campaign execution

- Strong competition

- Pricing mismatch

Strategy:

Improve targeted marketing for weak occasions.

6. Revenue by Hour (Operational Insight)

Revenue is distributed throughout the day with peaks in afternoon and evening.

Insight:

Customers likely place orders during:

- Post-work hours

- Lunch breaks

Business Action:

- Run time-based offers:
  - "Evening Flash Sale"
  - "6 PM Special Discount"

7. Revenue by City (Geographical Insight)

Top cities:

- Imphal

- Kavali

Moderate performance in other cities.

Insight:

Revenue distribution is uneven geographically.

This suggests:

- Certain cities have stronger brand awareness.

- Delivery or marketing network may vary regionally.

Strategy:

- Run geo-targeted ads in low-performing cities.

- Study logistics or pricing differences.

Overall Strategic Summary (Professional View)

This dashboard indicates:

✓ Strong festival-driven revenue model
✓ Revenue concentration in few products
✓ Seasonal volatility
✓ Geographic imbalance
✓ Scope for cross-selling & targeted marketing

If this is for an interview, you can conclude like this:

"From the analysis, the business is primarily occasion-driven with seasonal revenue spikes. A few products and categories contribute significantly to overall revenue, indicating dependency risk. There is opportunity to improve performance through geographic targeting, cross-selling strategies, and promotional campaigns during low-performing months."