

Project Insights Summary

The sales dashboard analysis for the period April 1, 2023, to March 31, 2024, reveals key performance trends:

1. Sales by Product Category:

- Toys, Books, Clothing, and Sports contribute significantly, with Toys leading at 15.39% of total sales.
- Electronics and other categories also show steady performance.

2. Regional Sales:

- The UK dominates with \$1.64M in sales, followed by the US (\$1.21M) and EU (\$1.04M).
- Canada and China show potential for growth, with sales under \$1M.

3. Customer Reviews:

- The UK leads with the highest review score (913), indicating strong customer engagement.
- Other regions also maintain satisfactory scores, reflecting overall positive customer sentiment.

4. Monthly Trends:

- Sales peaked in months like **M6 (18.33%)** and **M7 (17.78%)**, indicating possible seasonal trends or successful campaigns.
- Lower sales were observed in **M9 (15.84%)** and **M10 (16.60%)**, signaling opportunities for improvement during these periods.

5. Category and Region Breakdown:

- Books and Clothing perform exceptionally well in the UK and US markets.
- Electronics show dominance in the UK but underperform in China and Canada.

6. Aggregate Performance:

- Total sales reached \$5.66M with 3,099.8 total review scores, showcasing solid performance and customer satisfaction.

Recommendations:

- Leverage the strong UK and US markets to maximize growth.
- Address underperformance in regions like China through tailored marketing strategies.
- Explore potential improvements during lower-performing months to stabilize sales.
- Continue focusing on high-performing categories like Books and Clothing.