



Retail Sales Dashboard – Profit & Product Analysis

2.26M

Sum of Sales

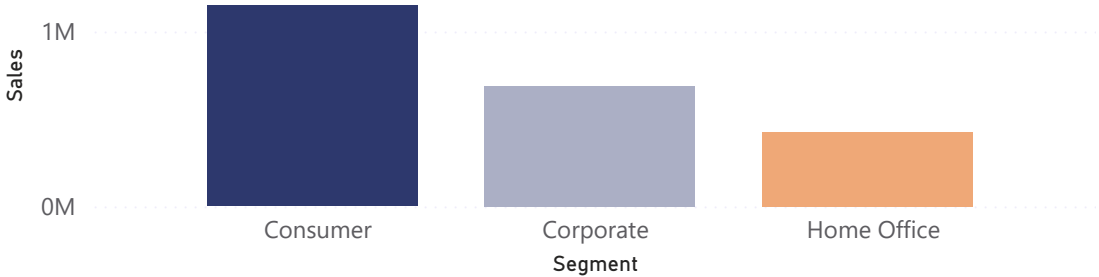
9800

Orders

230.77

Average of Sales

Sales by Segment

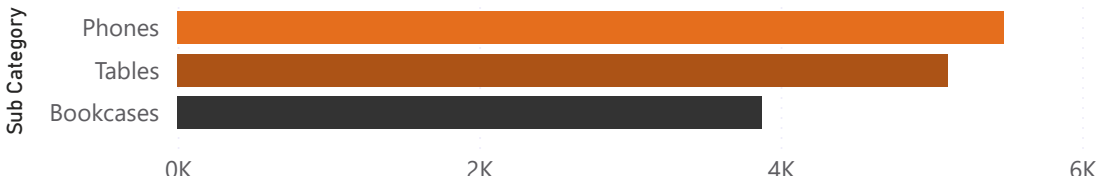


Segment & Region Insight

Insight:
The **Consumer segment** contributes to over 50% of total sales. The **West region** leads in revenue but also has a slightly higher share of late shipments.

Recommendation:
Focus marketing on Consumer segment in West & East, while addressing logistics bottlenecks in high-volume regions.

Top 3 Products



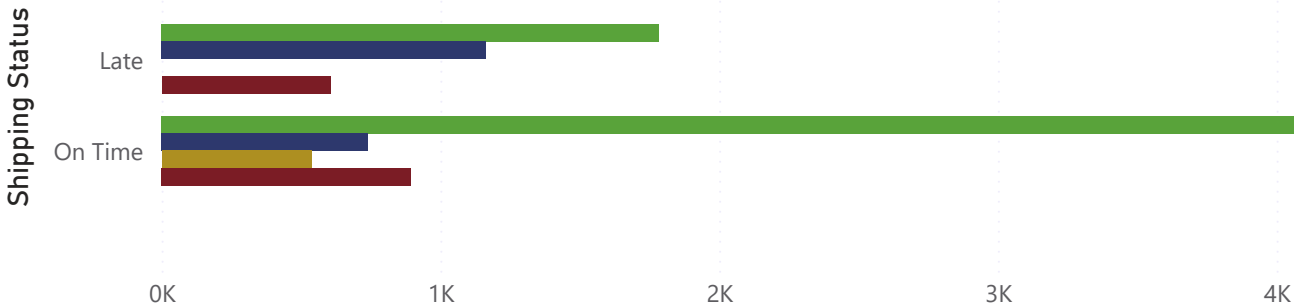
Top Product Insight

Insight:
Phones and Tables are the top-performing categories by sales quantity. They are high-revenue drivers and deserve stock prioritization. Phone drive 28% of total quantity but only 15% of profit - high turnover but thin margins.

Recommendation:
Optimize inventory for Phones & Tables, and monitor profit margins per sub-category to avoid low-return SKUs.

Shipping Days by Shipping Status and Ship Mode

Ship_Mode: Standard Class, Second Class, Same Day, First Class



Ship Mode	Shipping Status	Shipping Days
Standard Class	Late	1785
Standard Class	On Time	4074
Second Class	Late	1163
Second Class	On Time	739
Same Day	On Time	538
First Class	Late	606
First Class	On Time	895
Total		9800

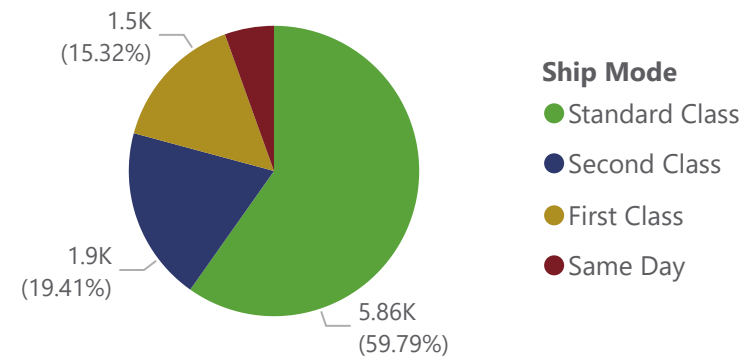
Shipping Insight (Late Delivery)

Insight:
Second Class shipping has the **highest rate of late deliveries**, despite being a premium service. This could negatively impact customer satisfaction.

Recommendation:
Re-evaluate logistics partners or incentivize customers to choose Standard Class, which shows higher on-time performance.

Shipping Days

Ship Mode



Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.

