

## Executive Summary – Sales Analysis Dashboard

This project presents a comprehensive **Sales Analysis Dashboard** designed to provide actionable business insights by analyzing order, revenue, customer behavior, product performance, time trends, and geographic demand. The dashboard consolidates transactional data into an interactive and visually intuitive format to support **data-driven decision-making** for business leaders.

### Overall Business Performance

During the selected period (**Jan–Aug 2023**), the business recorded **1,000 total orders**, generating a **total revenue of ₹35.21 lakh**. The **average customer spending** stands at **₹3,520.98 per order**, indicating healthy per-order value. The **average order-to-delivery time of 5.53 days** reflects efficient operational performance and reliable delivery management.

### Revenue Insights

- **Occasion-based analysis** shows that **Anniversary, Raksha Bandhan, and Birthday** occasions contribute the highest revenue, highlighting strong seasonal and emotional purchase behavior.
- **Diwali and Valentine's Day** show comparatively lower revenue, indicating potential opportunities for targeted promotions and improved campaign strategies.
- **Category-level analysis** reveals that **Colors, Soft Toys, and Sweets** are the top revenue-generating categories, while **Plants and Mugs** underperform, suggesting scope for pricing, bundling, or assortment optimization.

### Time-Based Trends

- **Monthly revenue trends** demonstrate noticeable peaks in **February and August**, driven by seasonal events and festive demand, while mid-year months show stable but lower performance.
- **Hourly revenue analysis** indicates that customer orders peak during **evening hours (approximately 6 PM – 9 PM)**, suggesting optimal timing for marketing campaigns, notifications, and flash offers.

### Product Performance

The **Top 5 products by revenue** include:

- Magnam Set
- Quia Gift
- Dolores Gift
- Harum Pack
- Deserunt Box

These products consistently outperform others and should be prioritized in inventory planning, promotions, and featured listings.

### Geographic Insights

- **Top 10 cities by order volume** show strong demand from **Imphal, Dhanbad, Kavali, and Haridwar**.
- These locations represent high-potential markets for localized marketing, faster delivery hubs, and region-specific offers.

### **Strategic Value**

This dashboard enables stakeholders to:

- Identify high-revenue occasions, products, and regions
- Optimize marketing timing based on hourly demand patterns
- Improve inventory and supply chain planning
- Enhance customer satisfaction through data-backed operational insights

### **Conclusion**

The Sales Analysis Dashboard successfully transforms raw sales data into **clear, strategic insights**. By combining revenue, time, product, and geographic analysis, the project delivers a holistic view of business performance and highlights concrete opportunities for **growth, efficiency, and profitability**.