



SHOPSPHERE E-COMMERCE SALES ANALYSIS

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ABOUT ME




I am AJJAMPUR Amogh, a data analyst with strong skills in Excel, Python, SQL, and Power BI, passionate about turning data into actionable insight with background aeronautical engineering.

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INTRODUCTION



This E-Commerce Sales Analysis of a company called Shopsphere. This project highlights key trends in revenue, top-performing regions, best-selling product categories, and customer insights. With \$8M+ in total sales, for 2015 F.Y .

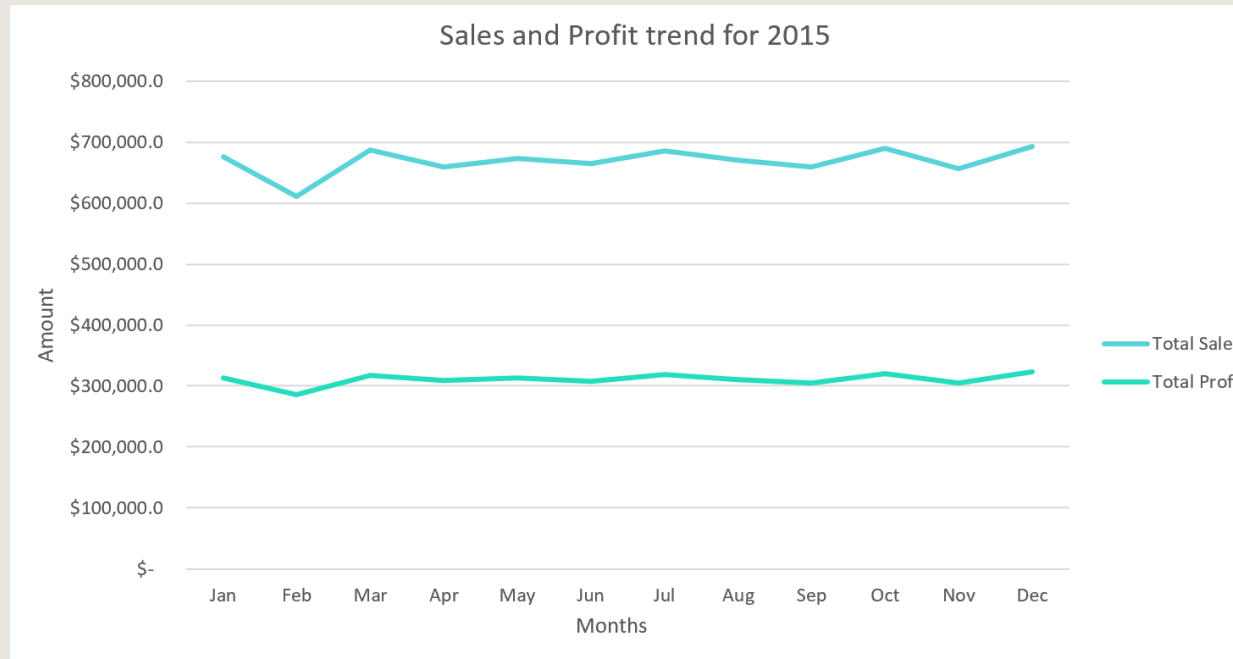
Small summary of the dataset.

- Contains 51,290 records and 21 fields.
- The columns are order id, order date, ship date aging, ship mode, Product Category, Product, Sales, Quantity, Discount, Profit, Shipping Cost, Order Priority, Customer ID, Customer Name, Segment, City, State, Country, Region, Months.
- The data is for year 2015 and contains one year of sales data of the company shopsphere.

SALES ANALYSIS

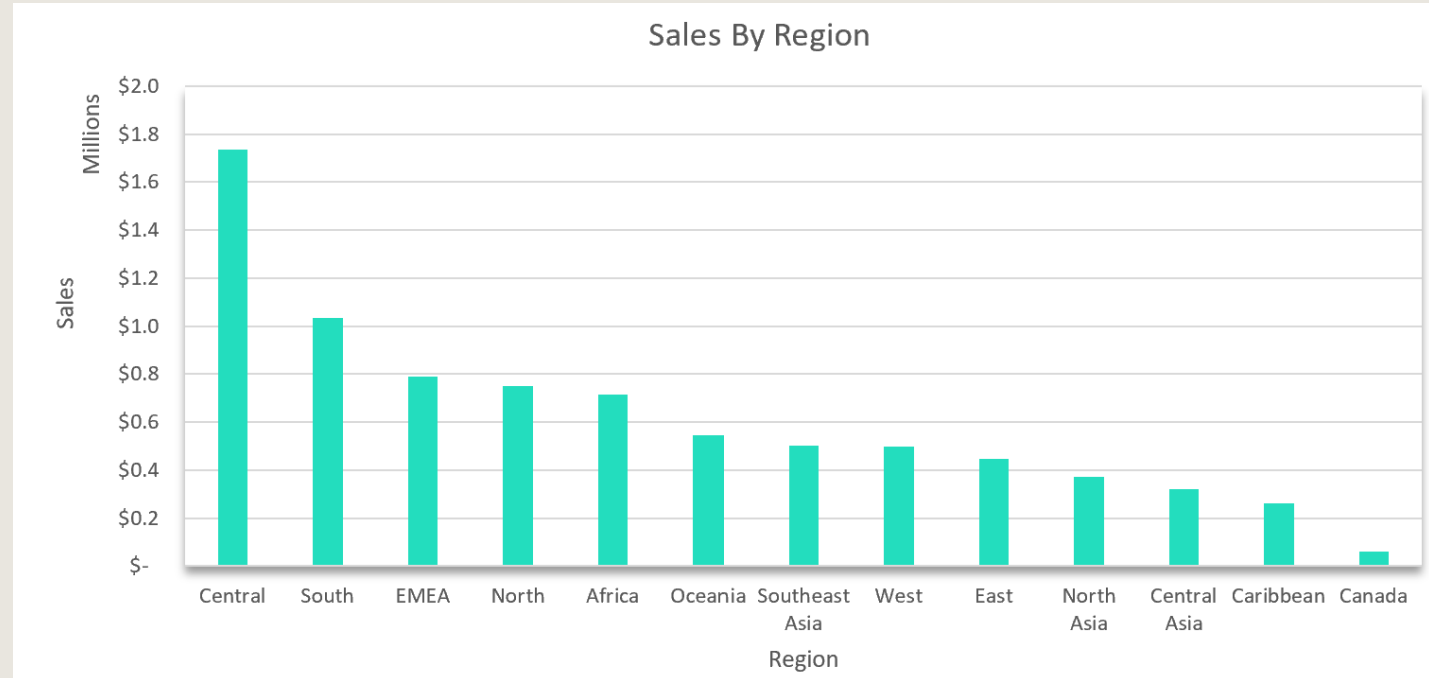


SALES TREND



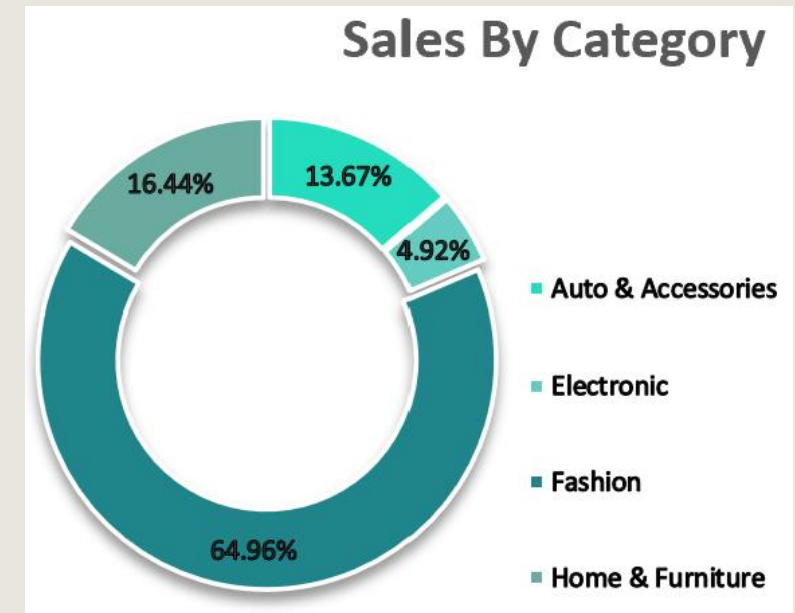
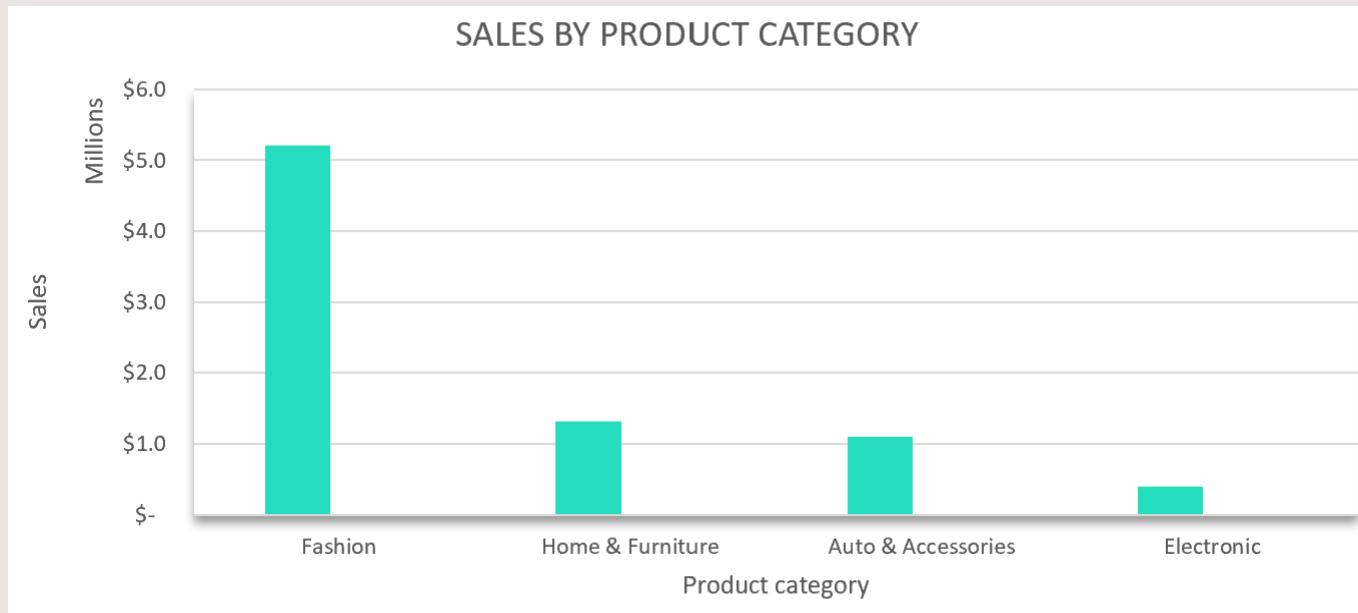
- Sales are consistent over the year, with total sale of \$8,023,381 and December, March and October are top performing months.
- With average sale of \$668,615 and average profit of \$310,825 are highly correlated.

SALES BY REGION



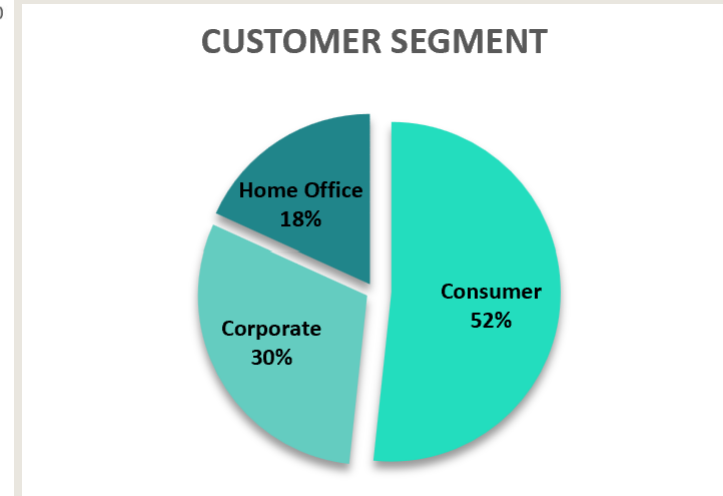
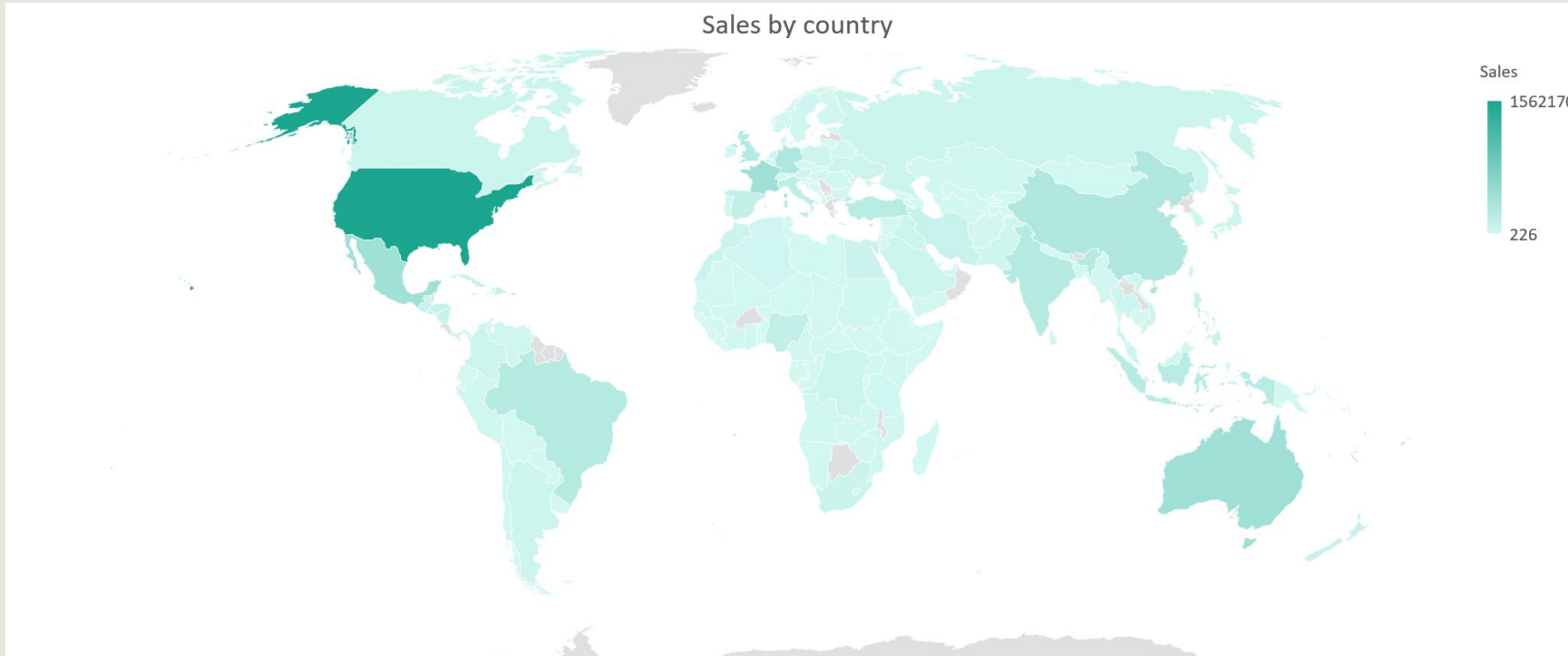
- Central region has highest sale with \$1.73 M.
- Caribbean and Canada has least sales with \$0.26 M and \$60,003.

SALES BY PRODUCT CATEGORY



- Fashion has highest sales of \$5.212M and holds 64.96% of the total sales.
- Electronics is lowest sales of \$394K and hold 4.92% of the total sales.

CUSTOMER ANALYSIS



- Consumer segment dominates the market.
- Home Office is a niche but notable category.
- United States, Australia, France, Mexico, Germany, China, United Kingdom, Brazil and India are top contributing countries with 52.69% of the total sales.

STATISTICAL ANALYSIS



STATISTICAL METRICS

Metrics	Sales	Profit
Mean	\$ 156.4316826	\$ 72.72183564
Median	\$ 159	\$ 67
Mode	\$ 228	\$ 17
Standard Deviation	65.78073243	49.09884895
Variance	4327.10476	2410.696968
Max - Min	\$ 33 - \$ 250	\$ 0.51 - \$ 167.5
Skewness	-0.157810474	0.177437508
Kurtosis	1.57	1.51

- Average value of Sales are \$156.43 with standard deviation of 65.78.
- The sales data is slightly left skewed and light tailed .
- Average profit are \$72.722 with standard deviation of 49.09
- The profits data is slightly right skewed, and light tailed.
- Both sales and profits are platykurtic distribution, means less outliers.

DASHBOARD



Sales Dashboard

Months

JanFebMarAprMayJunJulAugSepOctNovDec

Sales

\$8,023,381.00

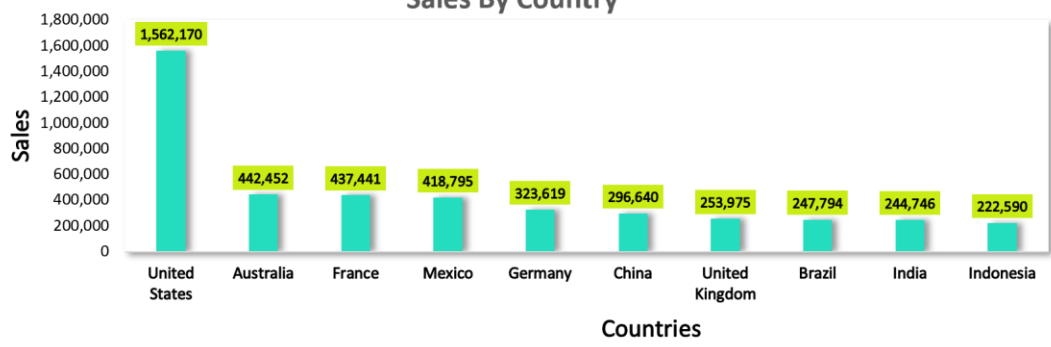
Sales Count

51290

Profits

\$3,729,902.95

Sales By Country



Country	Sales
United States	1,562,170
Australia	442,452
France	437,441
Mexico	418,795
Germany	323,619
China	296,640
United Kingdom	253,975
Brazil	247,794
India	244,746
Indonesia	222,590

Product Category

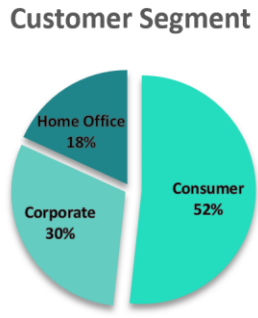
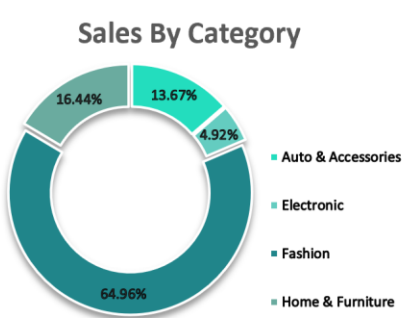
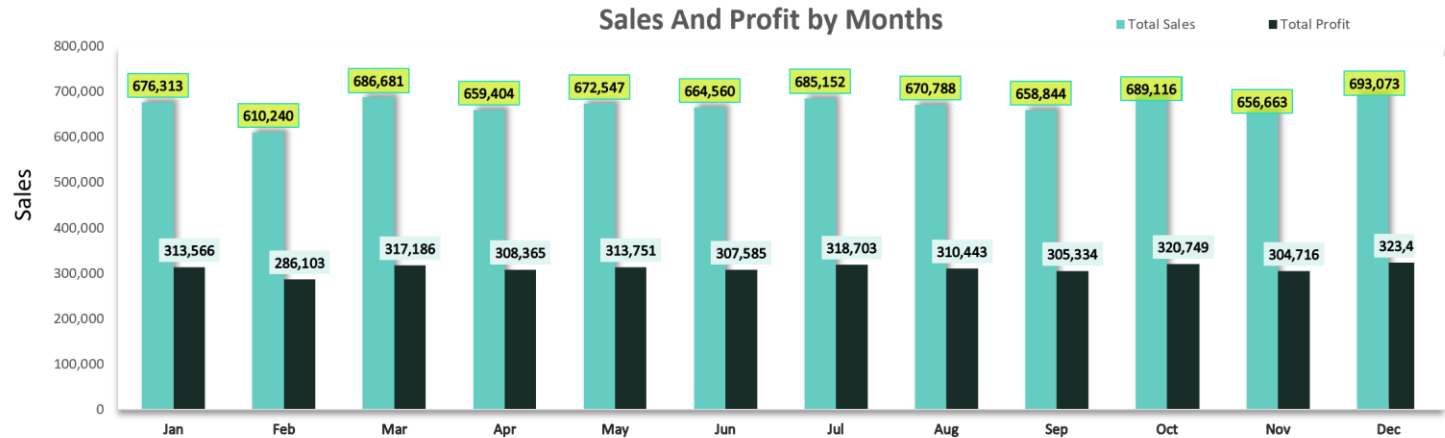
Auto & AccessoriesElectronicFashionHome & Furniture

Region

AfricaCanadaCaribbeanCentralCentral AsiaEastEMEANorthNorth AsiaOceaniaSouthSoutheast AsiaWest

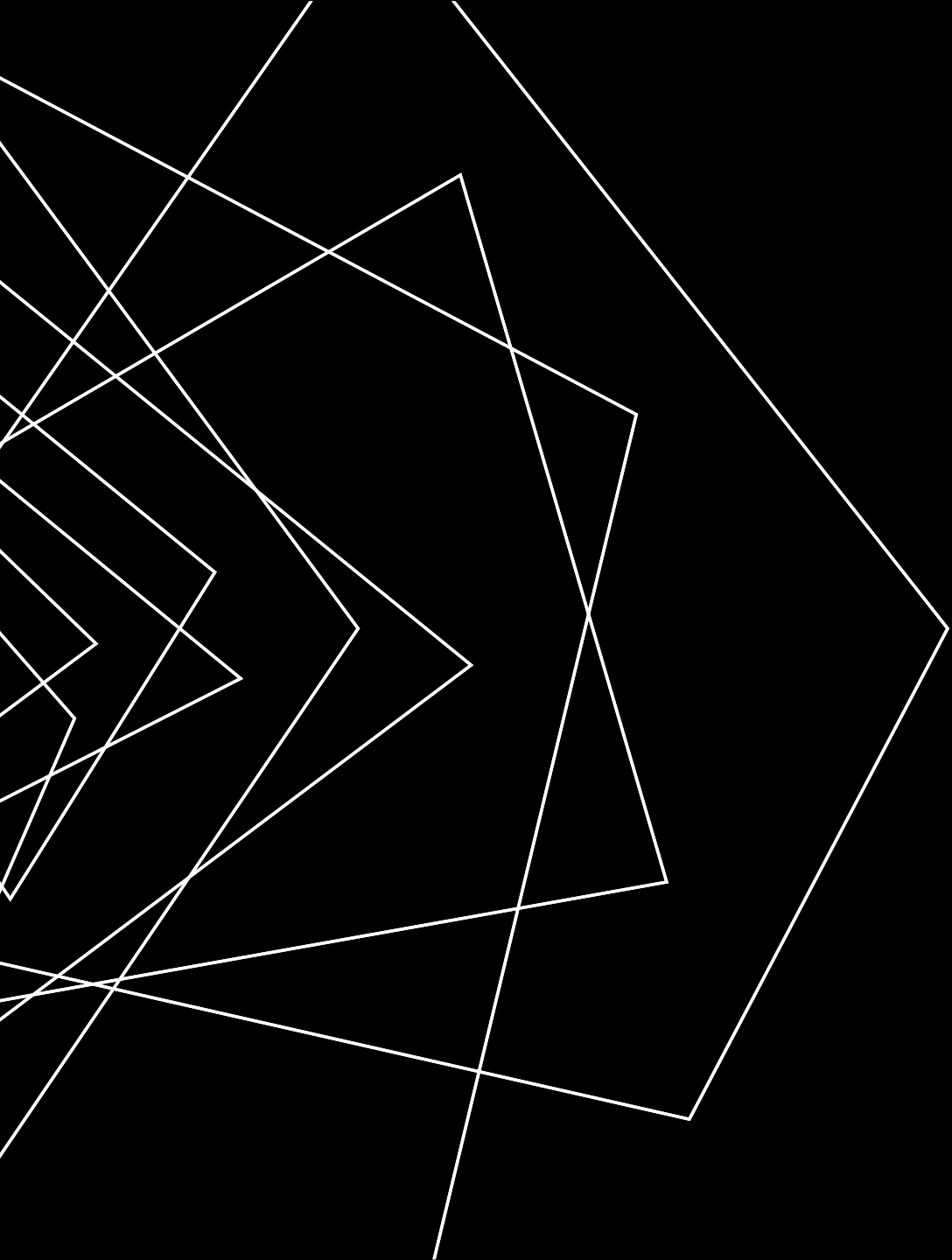
Top Performing Products

Product	Average Sales
T - Shirts	\$ 692,912
Titak watch	\$ 637,260
Running Shoes	\$ 626,080
Jeans	\$ 609,092
Formal Shoes	\$ 595,335



CONCLUSION

- The company generated \$8M+ in total sales, with peak revenue in **December, October, and March.**
- **Fashion** led sales with **\$5.2M**, while Central and South regions were the strongest markets.
- **Actionable Insights:** Focus on Electronics and Home & Furniture, optimize sales strategies in high-performing months, and enhance customer engagement for retention.
- Explore growth opportunities in the **Home Office and Electronics** segment
- Expand the sales in Canada!



THANK YOU

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