**Sales Analysis Project**

**Introduction**

This project represents my first attempt at building a **sales analysis dashboard**. The main objective was to analyze customer orders, revenue distribution, and performance patterns across categories, occasions, and time periods. The dashboard was created to provide clear insights that can support better decision-making.

**Key Metrics**

* **Total Orders:** 1,000
* **Total Revenue:** $3,520,984
* **Average Days Between Order and Delivery:** 5.53
* **Average Customer Spending:** $3,520.98

**Insights**

**1. Revenue by Occasions**

* The highest revenue comes from **Anniversaries** and **Raksha Bandhan**, each generating over $600,000.
* **Valentine’s Day** and **Diwali** show lower revenue contributions compared to other occasions.
* Insight: Targeted promotions during Valentine’s Day and Diwali could help increase sales.

**2. Revenue by Category**

* **Colors** stand out as the top revenue-generating category (over $1M).
* **Soft Toys** and **Sweets** are also strong contributors.
* Categories like **Mugs** and **Plants** generate relatively lower revenue.
* Insight: Product diversification and marketing can strengthen underperforming categories.

**3. Revenue by Month**

* **February** and **August** are peak months for revenue, exceeding $700,000.
* Months like **April, May, June, and September** show lower sales.
* Insight: These peaks may align with seasonal events or festivals, suggesting strong seasonal buying behavior.

**4. Revenue by Hour**

* Revenue is relatively consistent throughout the day but shows spikes between **5 AM – 7 AM** and **6 PM – 8 PM**.
* Insight: Running promotions during peak hours could maximize sales.

**5. Top Products by Revenue**

* Products such as **Quia Gift** and **Magnam Set** are top performers, each generating over $100,000.
* Insight: These products should be promoted further and possibly bundled with underperforming products.

**6. Top Cities by Orders**

* **Imphal** and **Dhanbad** lead in order volume.
* Other strong cities include **Kavali, Haridwar, and Gunakal**.
* Insight: Expanding delivery capacity in top-performing cities could improve customer experience and retention.

**Conclusion**

The sales analysis dashboard highlights key insights into customer behavior across occasions, product categories, and time. While some products and occasions drive the majority of revenue, there are opportunities to improve underperforming categories and optimize marketing campaigns during low-sales months.

This project helped me gain hands-on experience in data visualization, dashboard design, and deriving actionable business insights from raw data.