E-COMMERCE SALES ANALSYIS USING EXCEL

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INTRODUCTION

In this project, I performed a detailed analysis of an E-Commerce dataset using Excel to identify trends and patterns in sales. By examining the data, I sought to uncover insights into customer behavior and sales performance, which can guide business decisions and enhance strategies in the online marketplace.

Name of the Highest selling products based on sales?

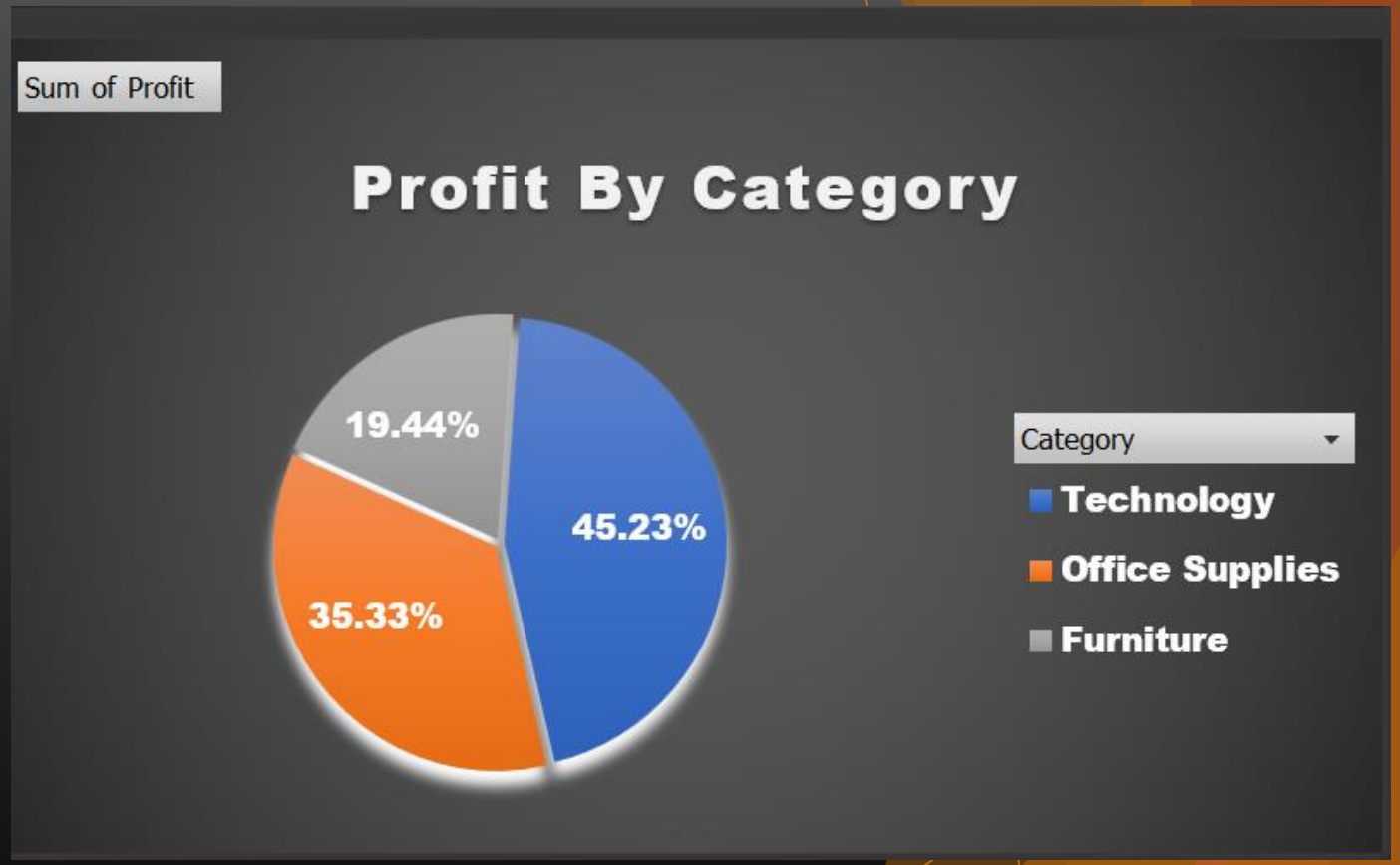
Insights:

As we can see in this graph, “Apple Smart Phone” is the highest selling product based on the sale performance, followed by “Motorola Smart Phone”.

Name of the category with the highest profit?

Insights:

As we can see in this graph, the “Technology” category has the highest profit(45.23%).



Name of the customers with the highest purchasing power?

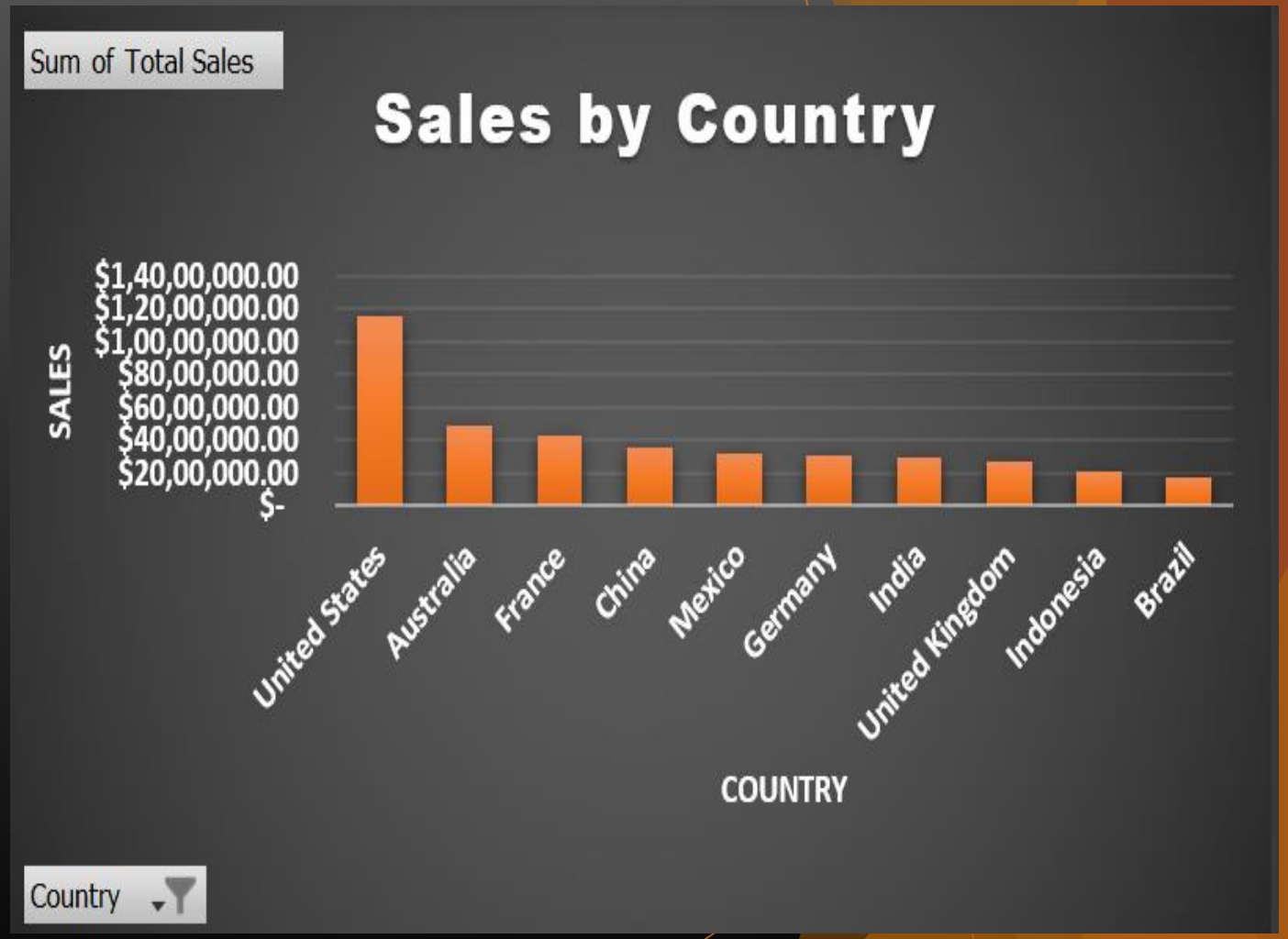
Insights:

As it has shown in this graph that “Tom Ashbrook” has the highest purchasing power, followed by “Greg Tran”.

Name of the country based on highest sales?

Insights:

As we can see in this graph, the “United States” has the highest sales, followed by “Australia”.



Name of the month with the highest sales?

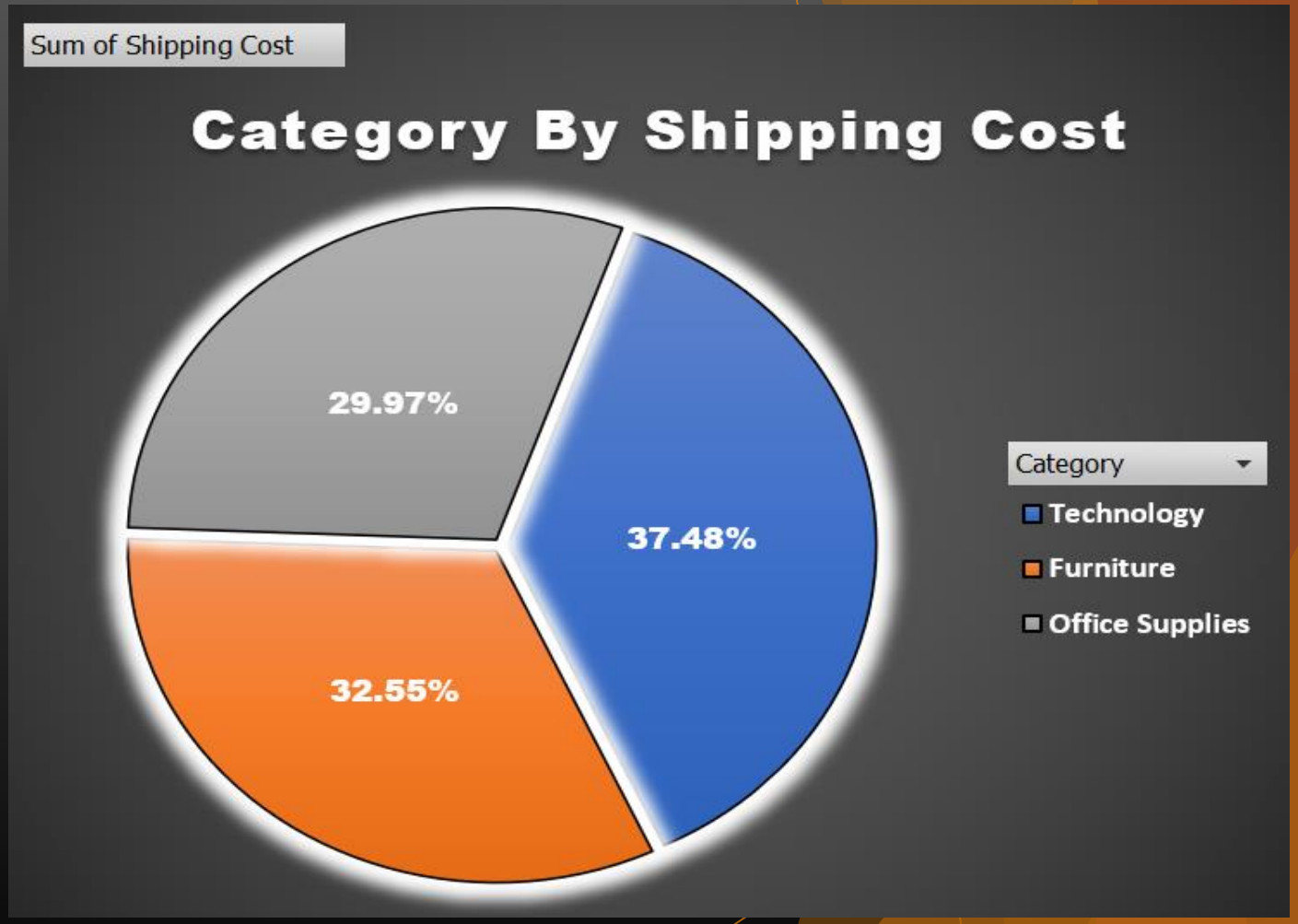
Insights:

According to this graph , December and Novembers are the only months with the highest sales.

Name of the category with highest shipping cost?

Insights:

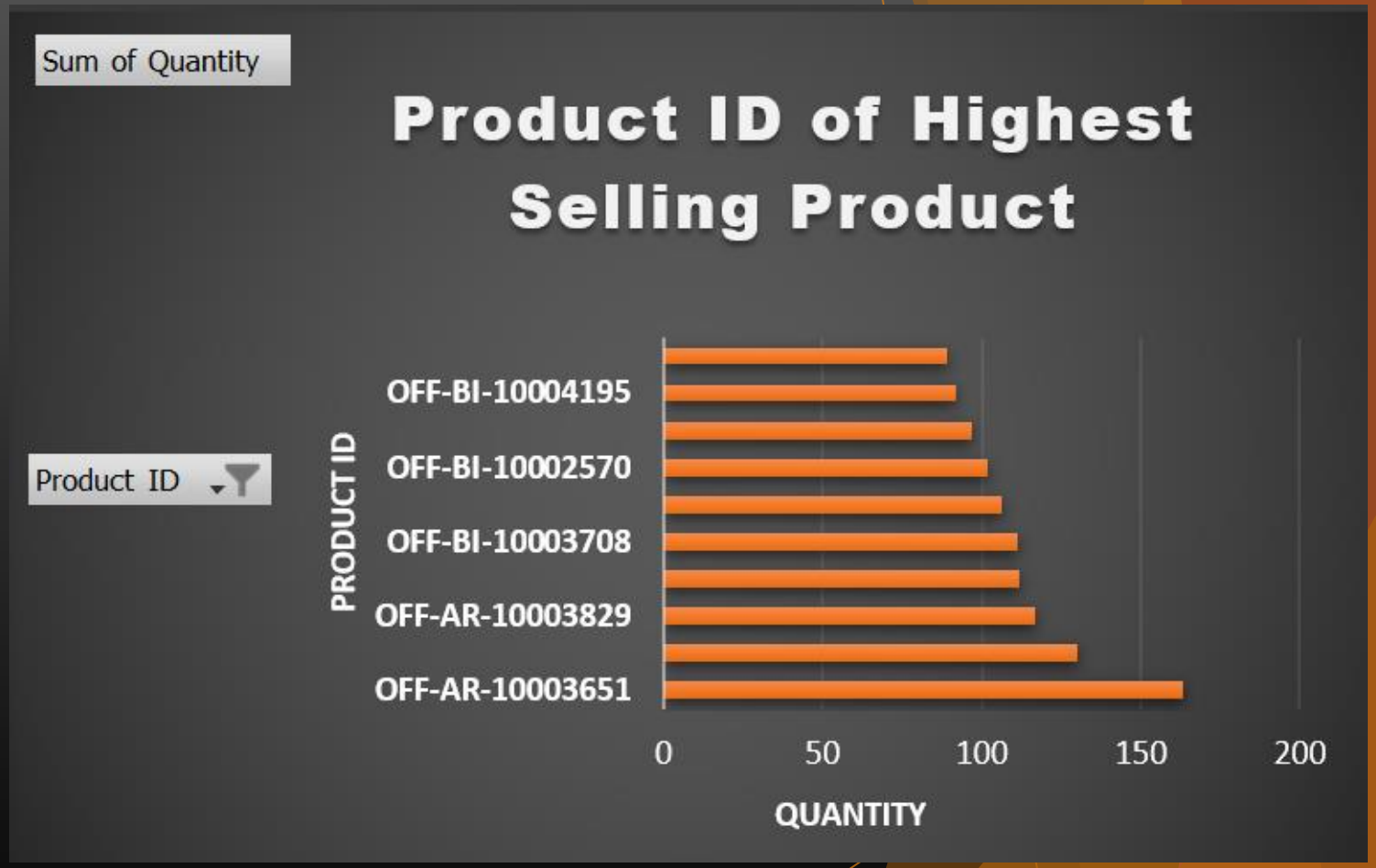
As we can see in the graph, the “Technology” category has the highest shipping cost(37.48%).



Name of the Product ID for the highest-selling product?

Insights:

“OFF-AR-10003651” is the product id of highest selling product.



Name of the category based on the highest sales?

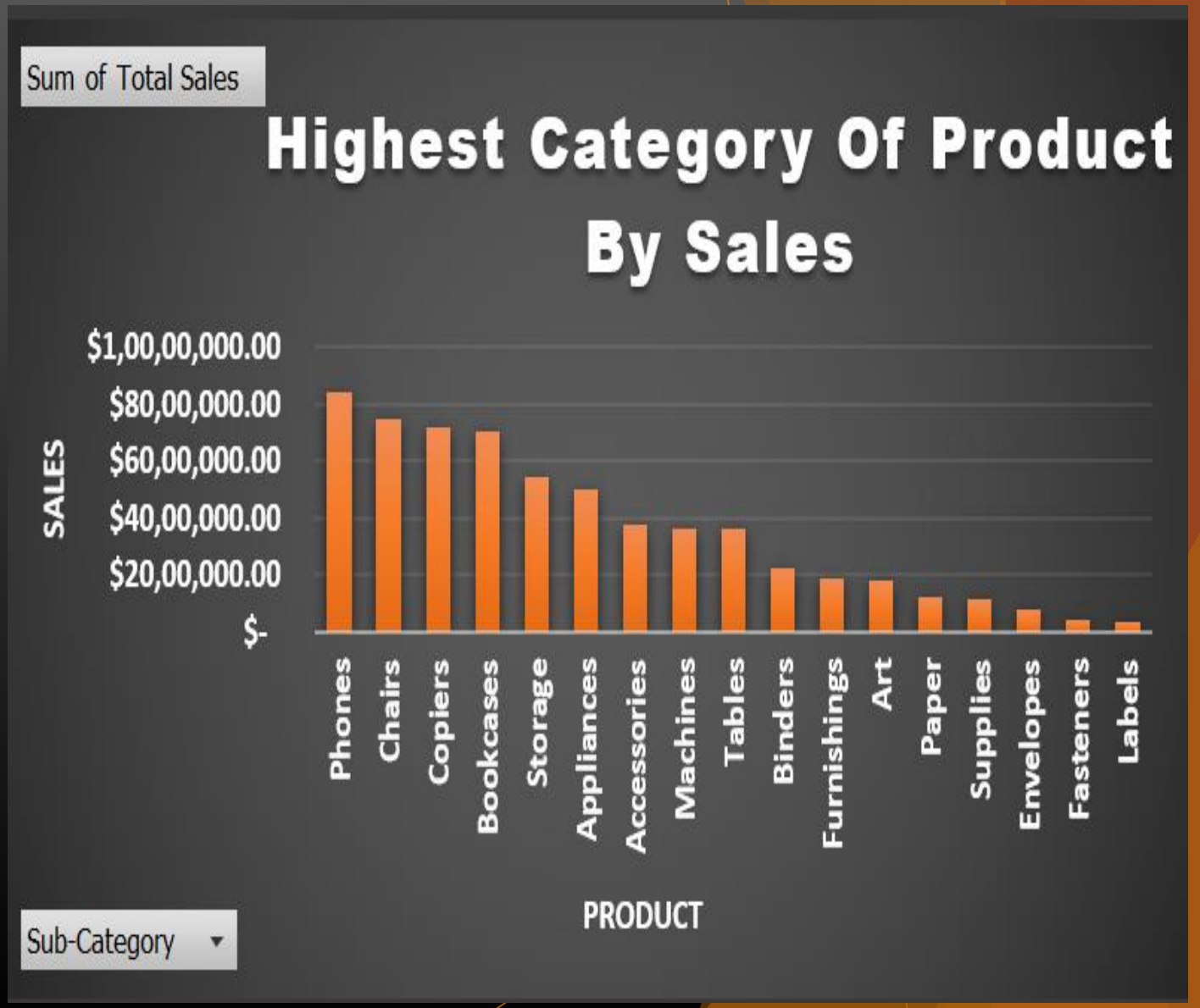
Insights:

“According to the graph, the technology category has the highest sales , followed by Furniture Category and then Office supplies category”.

Name of the product category with the highest sales?

Insights:

As we can see in the graph, the “Phones” category has the highest sales, followed by “Chairs” category, while “Labels” category has the fewest sales.



Name of the Product with the highest profit?

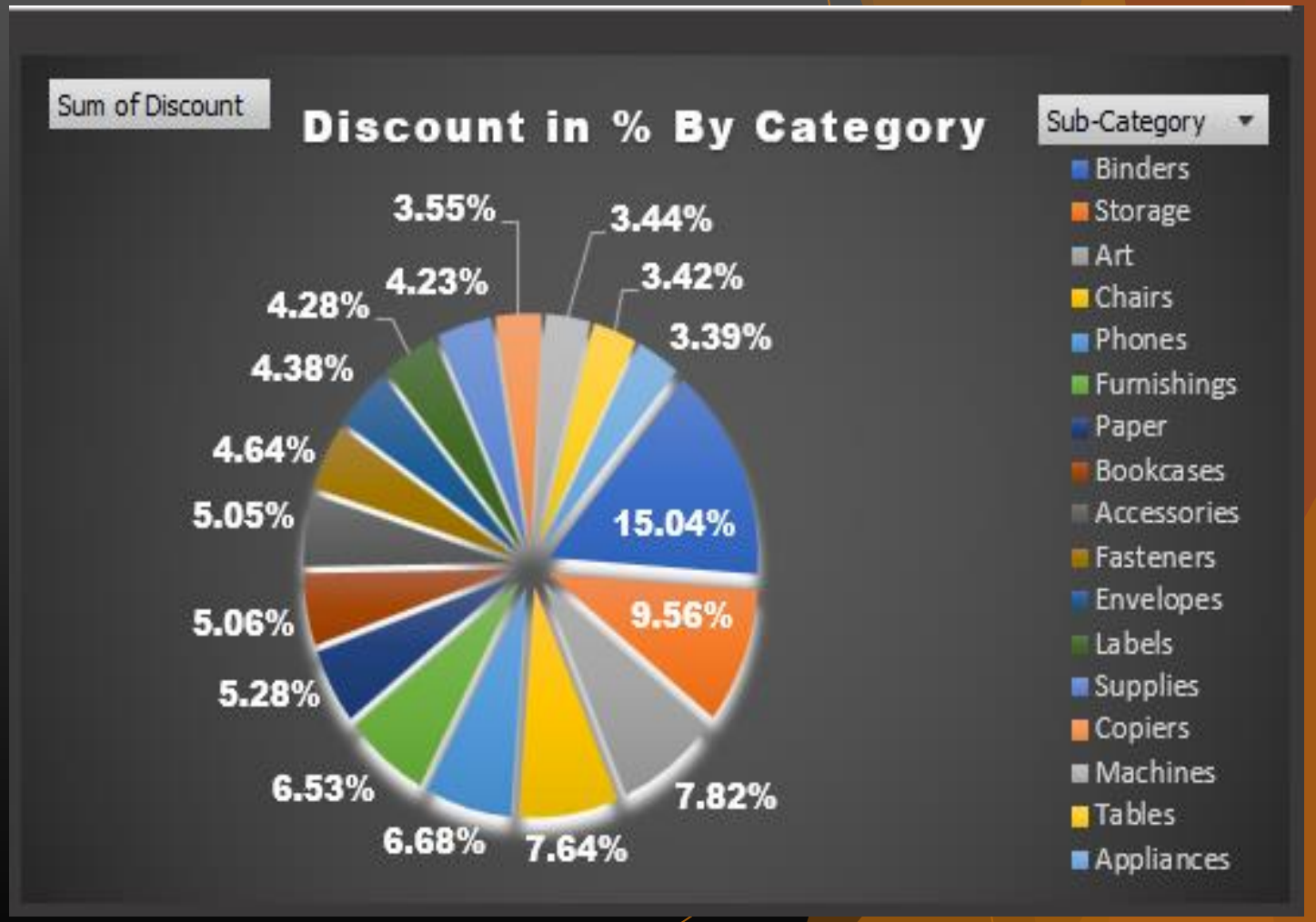
Insights:

According to the graph, the “Copiers” category has the highest profit, followed by the “Phones” category, while the “Tables” category is at a loss.

Name of the category of the product with the highest Discount?

Insights:

As we can see in the graph, the “Binders” category of product gives highest discount with 15.04%, followed by “Storage” category with 9.56%.



CONCLUSIONS:-

The data reveals several key insights into product performance and market dynamics. The “Apple Smart Phone” emerges as the top-selling product, closely followed by “Motorola Smart Phone,” highlighting a strong consumer preference for these brands. The “Technology” category not only leads in sales but also boasts the highest profit margin at 45.23%, underscoring its significance to overall profitability. Notably, “Tom Ashbrook” exhibits the highest purchasing power, indicating opportunities for targeted marketing. Geographically, the “United States” dominates sales, with “Australia” also showing promise. Seasonally, November and December are critical months for sales, likely driven by holiday shopping. Furthermore, while “Technology” incurs the highest shipping costs at 37.48%, it remains the leading category in sales, followed by “Furniture” and “Office Supplies.” In terms of profitability, “Copiers” top the list, while “Tables” face a loss, suggesting pricing or demand issues. Lastly, the “Binders” category offers the highest average discount at 15.04%, aimed at boosting sales volume, with “Storage” also providing notable discounts at 9.56%. These insights can inform strategic decisions in marketing, inventory management, and pricing to optimize profitability and sales.