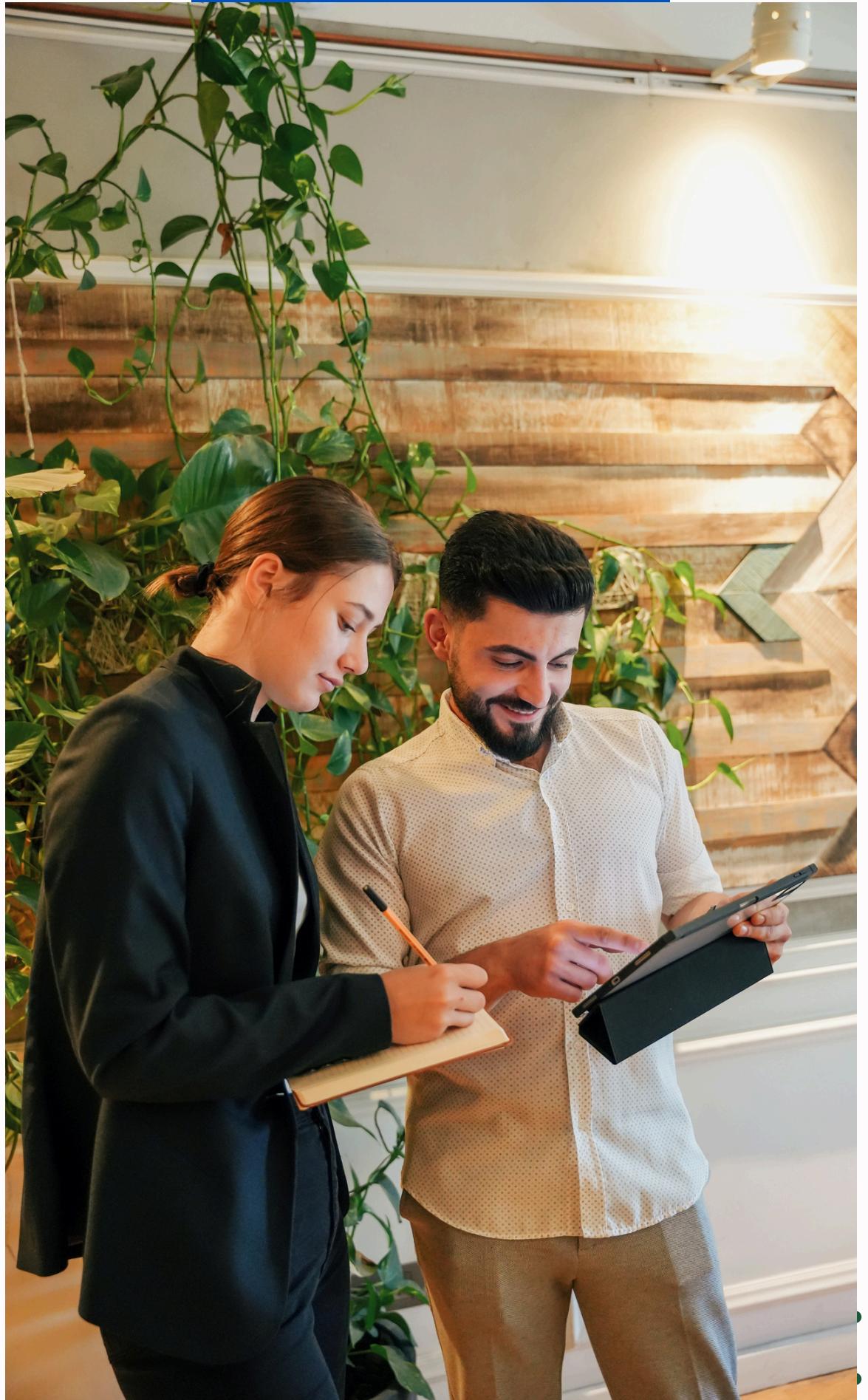


Excel Project

ECOMMERCE SALES ANALYSIS

Abhishek Singh Rao



Ecommerce Sales Analysis Dashboard

Sales



Profit



Quantity



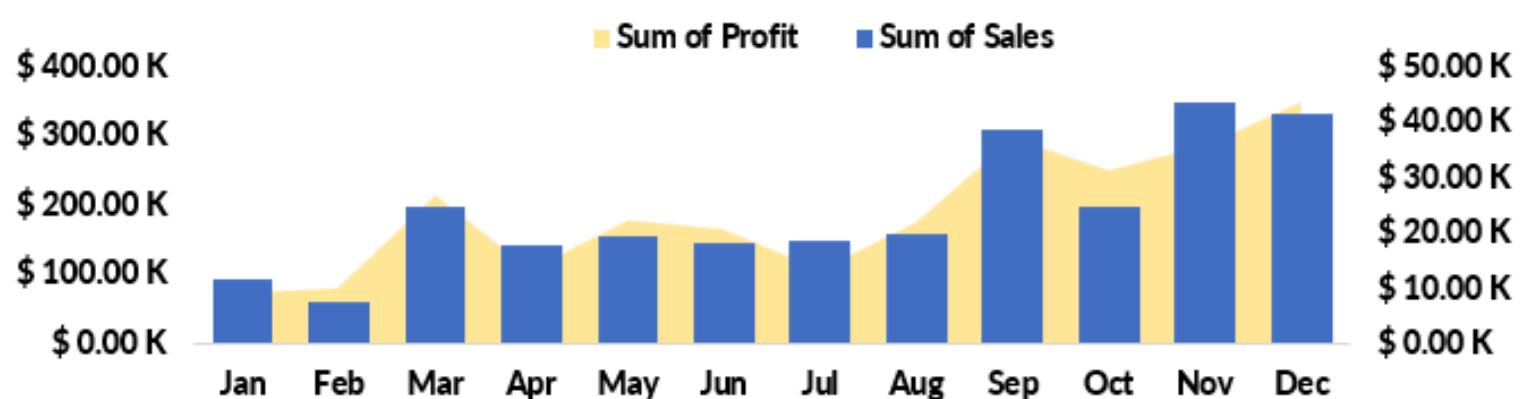
Total Orders



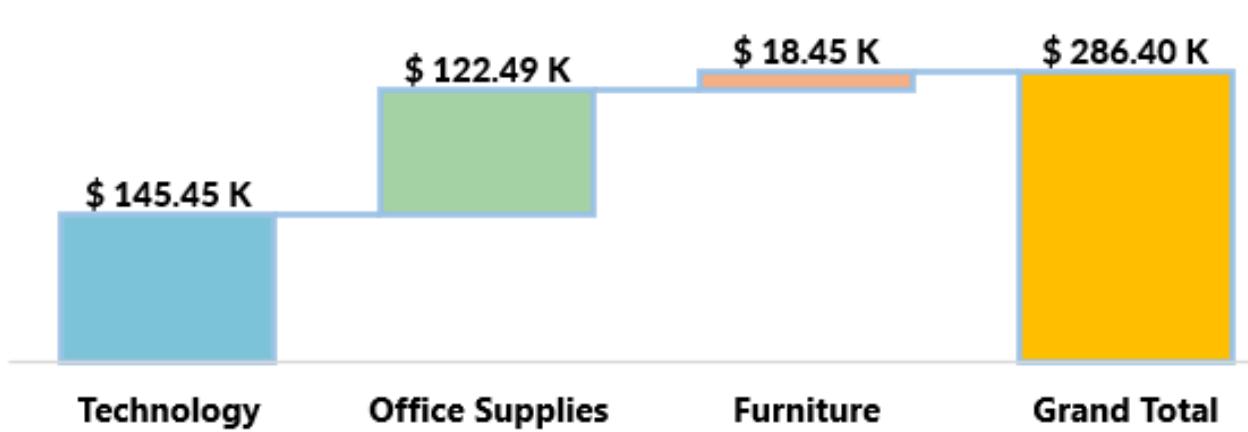
Profit Margin



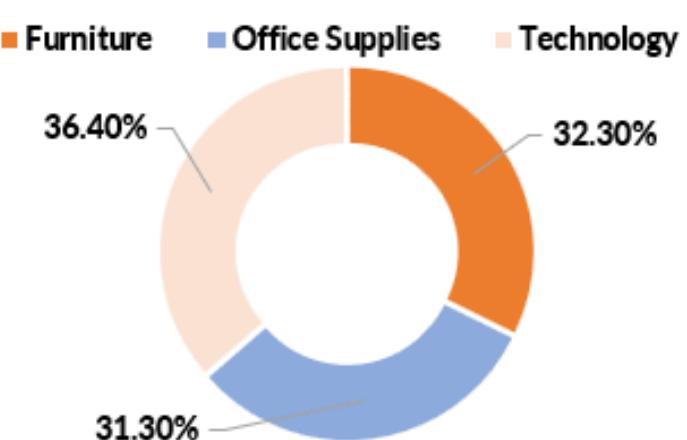
Sales and Profit Analysis



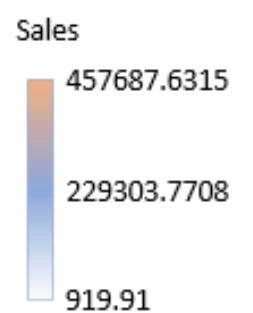
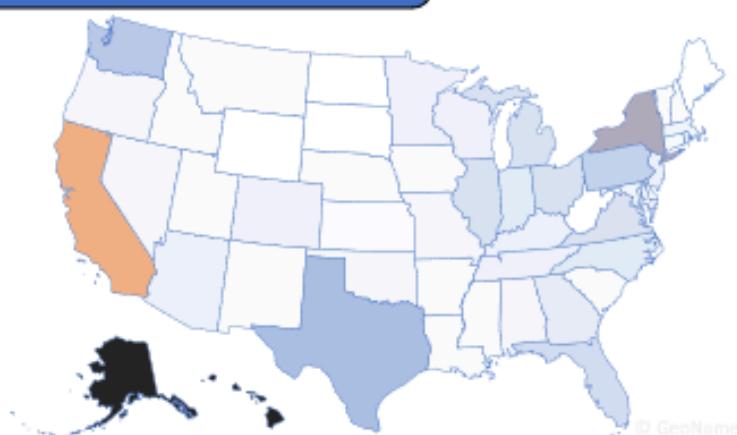
Category Wise Profit



Category Wise Sales Share %



Sales by State



Top 5 Subcategories by Sales

Phones	\$ 330.01 K
Chairs	\$ 328.45 K
Storage	\$ 223.84 K
Tables	\$ 206.97 K
Binders	\$ 203.41 K

Filters

Year	
2011	
2012	
2013	
2014	

Region	
Central	
East	
South	
West	

Segment	
Consumer	
Corporate	
Home Office	

PROJECT OBJECTIVE

This project aims to develop a dynamic Ecommerce Sales Dashboard that delivers real-time insights into key sales metrics. By providing a clear overview of trends and performance, it enables stakeholders to make data-driven decisions and optimize business strategies.

Data & Columns

Row ID	Order ID	Year	Order Date	Ship Date	Ship Mode	Customer ID
1	CA-2013-152156	2013	09-11-2013	12-11-2013	Second Class	CG-12520
2	CA-2013-152156	2013	09-11-2013	12-11-2013	Second Class	CG-12520
3	CA-2013-138688	2013	13-06-2013	17-06-2013	Second Class	DV-13045
4	US-2012-108966	2012	11-10-2012	18-10-2012	Standard Class	SO-20335
5	US-2012-108966	2012	11-10-2012	18-10-2012	Standard Class	SO-20335
6	CA-2011-115812	2011	09-06-2011	14-06-2011	Standard Class	BH-11710
7	CA-2011-115812	2011	09-06-2011	14-06-2011	Standard Class	BH-11710

Customer Name	Segment	Country	City	State	Postal Code	Region
Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South
Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South
Darrin Van Huff	Corporate	United States	Los Angeles	California	90036	West
Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South
Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South
Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West

Product ID	Category	Sub-Category	Product Name	Sales	Quantity	Discount	Profit
FUR-BO-10001798	Furniture	Bookcases	Bush Somerset Collection Bookcase	261.96	2	0	41.9136
FUR-CH-10000454	Furniture	Chairs	Hon Deluxe Fabric Upholstered Stacking Chairs, Rounded Back	731.94	3	0	219.582
OFF-LA-10000240	Office Supplies	Labels	Self-Adhesive Address Labels for Typewriters by Universal	14.62	2	0	6.8714
FUR-TA-10000577	Furniture	Tables	Bretford CR4500 Series Slim Rectangular Table	957.5775	5	0.45	-383.031
OFF-ST-10000760	Office Supplies	Storage	Eldon Fold 'N Roll Cart System	22.368	2	0.2	2.5164
FUR-FU-10001487	Furniture	Furnishings	Eldon Expressions Wood and Plastic Desk Accessories, Cherry Wood	48.86	7	0	14.1694

Rows: 9994 & Columns: 22

Problems :

- 1.What are the total Sales, Profit, Quantity, and Total Orders over the selected period?
- 2.What is the monthly trend of Sales and Profit across different years?
- 3.Which product category contributes the most to profit, and how does each category perform in terms of profit?
- 4.What percentage of total sales does each category represent? (Category-wise Sales Share %)
- 5.Which states in the USA contribute the most to total sales?
- 6.Which are the top 5 subcategories by sales, and how do they perform relative to others?
- 7.How do Year, Region, and Segment affect sales performance when using filters?

KPIs

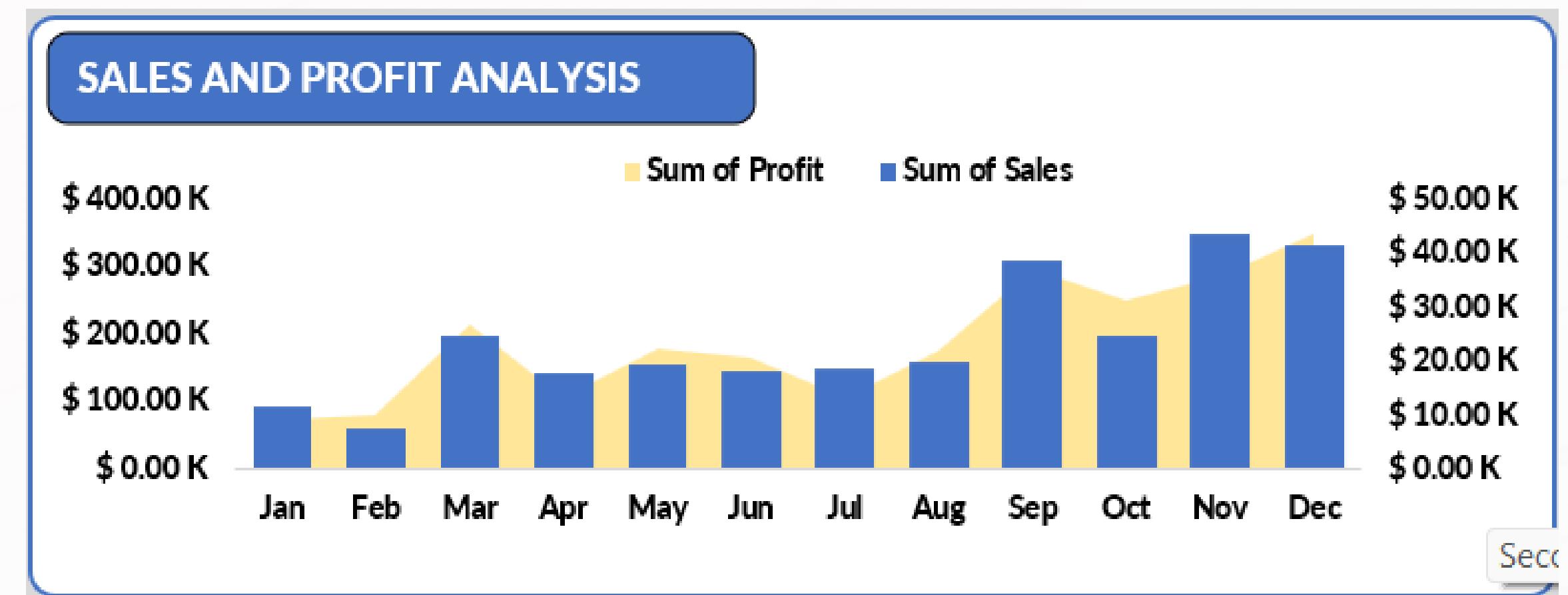


Row Labels	Sum of Sales	Row Labels	Sum of Profit	Row Labels	Sum of Quantity	Row Labels	Count of Order ID	Row Labels	Sum of Profit Margin
Jan	95365.9376	Jan	9199.27	Jan	1500	Jan	387	Jan	0.096462849
Feb	60172.6494	Feb	10288.8987	Feb	1068	Feb	301	Feb	0.170989624
Mar	199252.984	Mar	26806.5737	Mar	2491	Mar	680	Mar	0.134535369
Apr	141851.5674	Apr	13437.8068	Apr	2441	Apr	663	Apr	0.094731465
May	156122.2867	May	22308.5128	May	2850	May	750	May	0.142891276
Jun	147082.6113	Jun	20899.3345	Jun	2644	Jun	709	Jun	0.14209249
Jul	149580.838	Jul	13535.383	Jul	2705	Jul	708	Jul	0.09048875
Aug	159589.451	Aug	21896.7154	Aug	2796	Aug	710	Aug	0.137206534
Sep	309770.0997	Sep	37293.1925	Sep	5073	Sep	1386	Sep	0.120389904
Oct	197115.2017	Oct	31469.6638	Oct	3095	Oct	817	Oct	0.159651125
Nov	349120.074	Nov	35825.5366	Nov	5741	Nov	1462	Nov	0.102616662
Dec	332177.1595	Dec	43436.1339	Dec	5469	Dec	1421	Dec	0.130761952
Grand Total	2297200.86	Grand Total	286397.0217	Grand Total	37873	Grand Total	9994	Grand Total	0.124672172

Row Labels	Sum of Sales	Sum of Profit	Sum of Quantity	Count of Order ID	Sum of Profit Margin
2011	484247.4981	49543.9741	7581	1993	0.102311265
2012	470532.509	61618.6037	7979	2102	0.13095504
2013	608473.83	81726.9308	9810	2580	0.134314619
2014	733947.0232	93507.5131	12503	3319	0.127403627

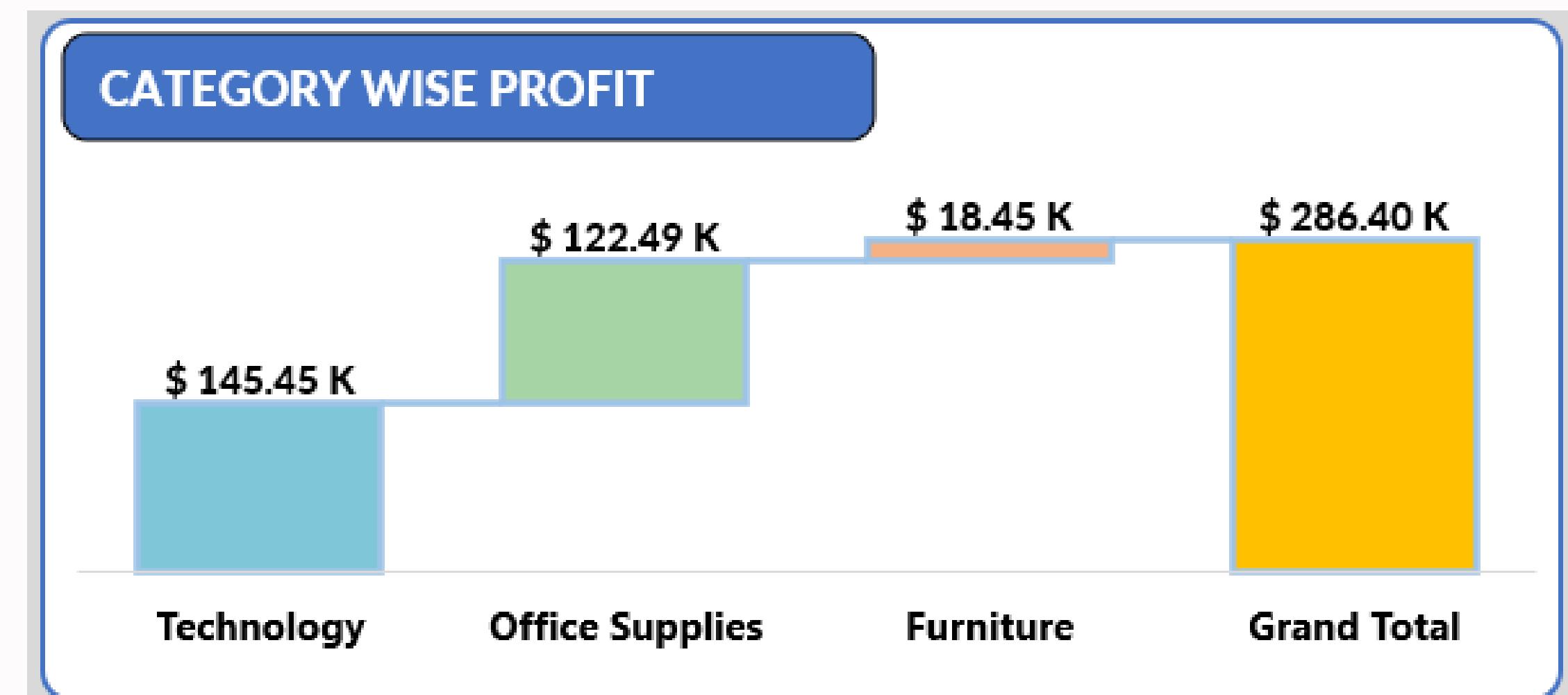
Monthly wise Sales & Profit Analysis

Row Labels	Sum of Sales	Sum of Profit
Jan	\$ 95.37 K	\$ 9.20 K
Feb	\$ 60.17 K	\$ 10.29 K
Mar	\$ 199.25 K	\$ 26.81 K
Apr	\$ 141.85 K	\$ 13.44 K
May	\$ 156.12 K	\$ 22.31 K
Jun	\$ 147.08 K	\$ 20.90 K
Jul	\$ 149.58 K	\$ 13.54 K
Aug	\$ 159.59 K	\$ 21.90 K
Sep	\$ 309.77 K	\$ 37.29 K
Oct	\$ 197.12 K	\$ 31.47 K
Nov	\$ 349.12 K	\$ 35.83 K
Dec	\$ 332.18 K	\$ 43.44 K
Grand Total	\$ 2297.20 K	\$ 286.40 K



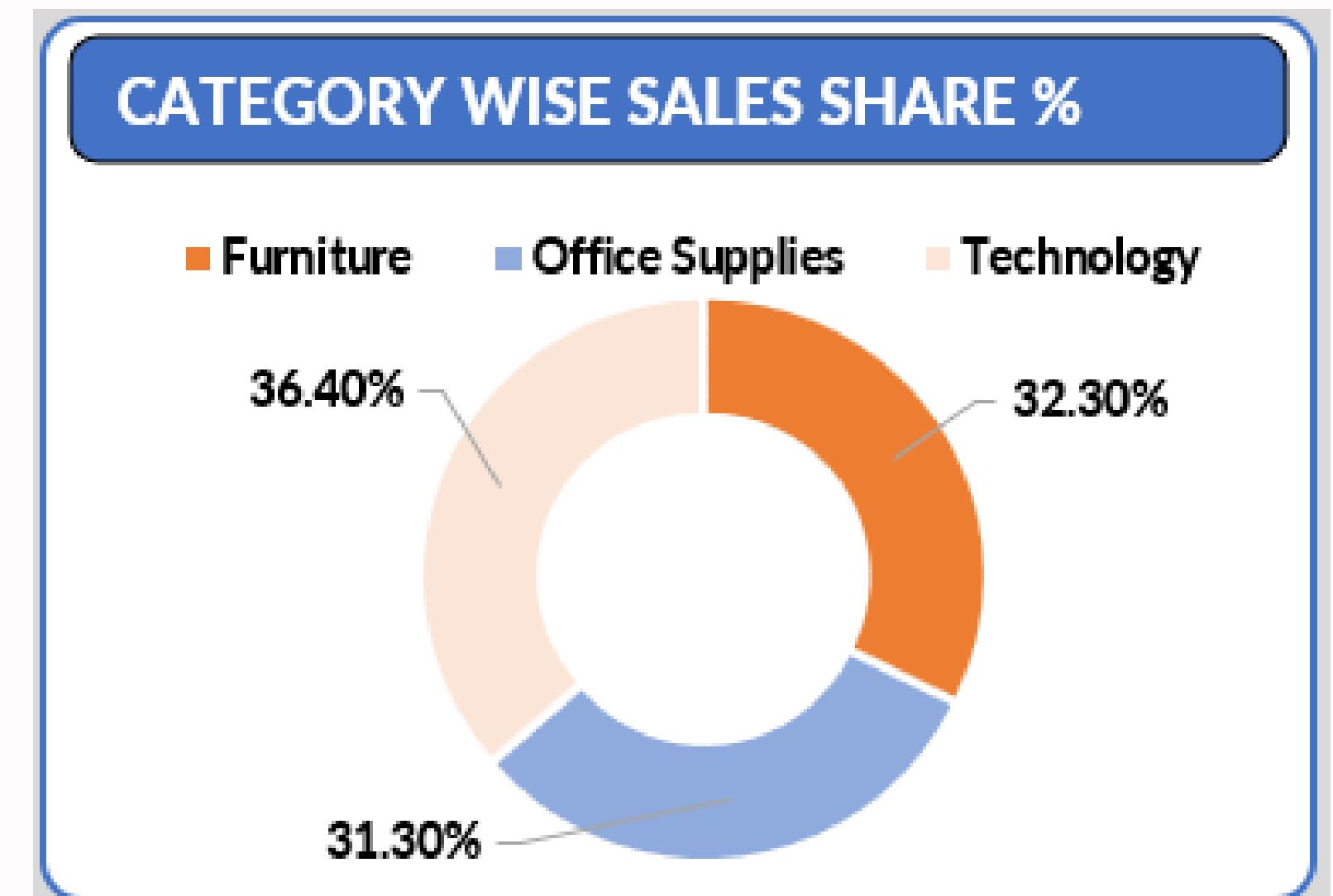
Category wise Profit

Row Labels	Sum of Profit
Technology	145454.9481
Office Supplies	122490.8008
Furniture	18451.2728
Grand Total	286397.0217



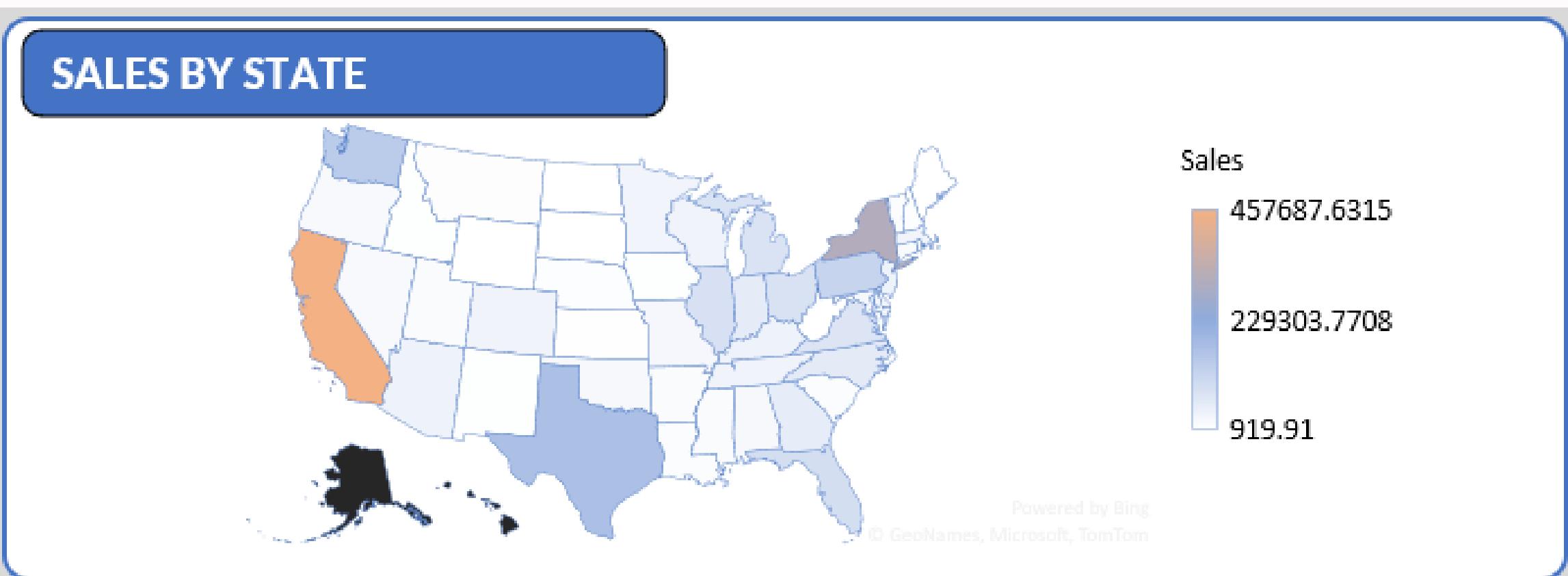
Category wise Sales Share %

Row Labels	Sum of Sales
Furniture	32.30%
Office Supplies	31.30%
Technology	36.40%
Grand Total	100.00%



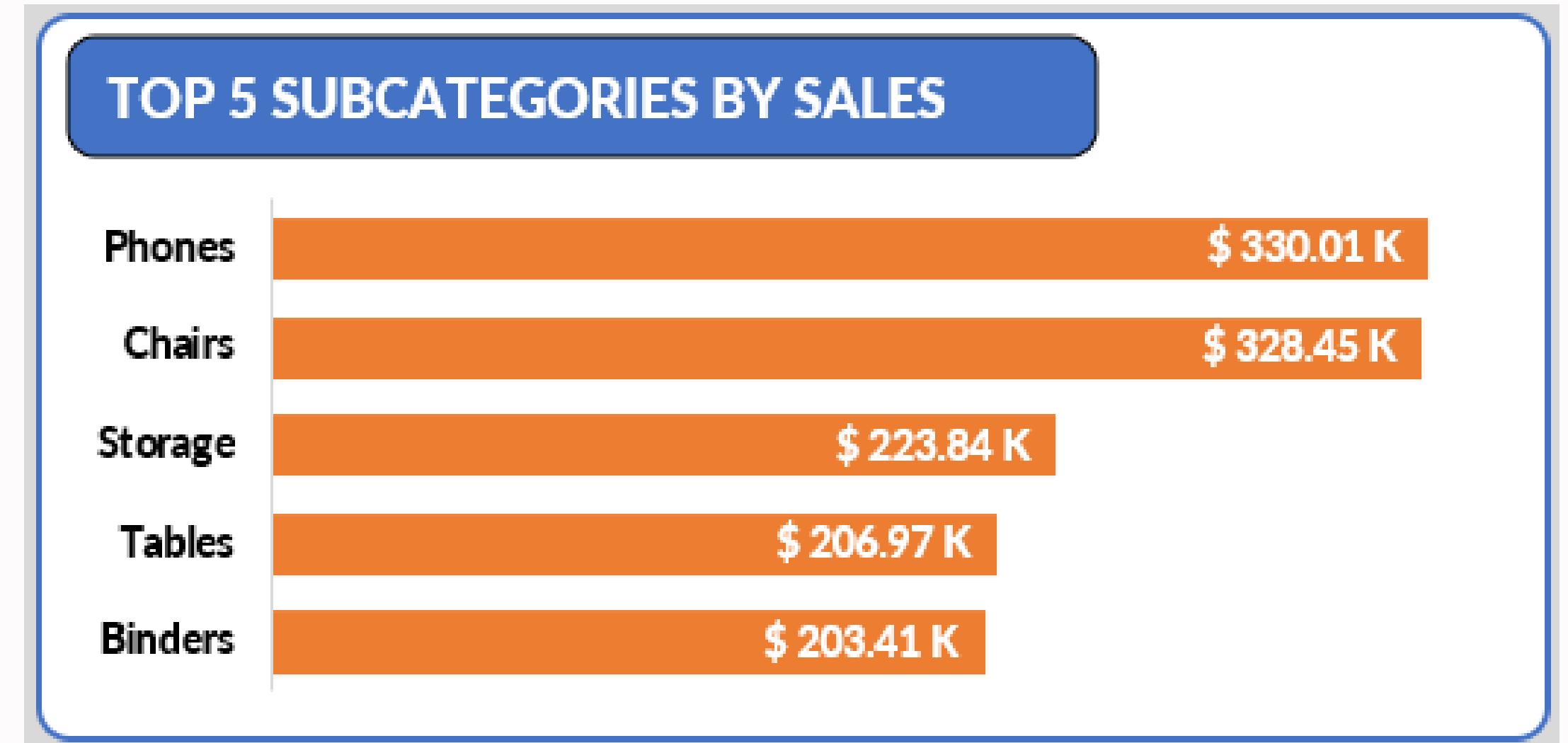
State wise Sales

Row Labels	Sum of Sales
Alabama	19510.64
Arizona	35282.001
Arkansas	11678.13
California	457687.6315
Colorado	32108.118
Connecticut	13384.357
Delaware	27451.069
District of Columbia	2865.02
Florida	89473.708
Georgia	49095.84
Idaho	4382.486
Illinois	80166.101
Indiana	53555.36
Iowa	4579.76
Kansas	2914.31
Kentucky	36591.75
Louisiana	9217.03
Maine	1270.53
Maryland	23705.523
Massachusetts	28634.434
Michigan	76269.614
Minnesota	29863.15
Mississippi	10771.34
Missouri	22205.15
Montana	5589.352



Top 5 Subcategories by Sales

Row Labels	Sum of Sales
Binders	203412.733
Tables	206965.532
Storage	223843.608
Chairs	328449.103
Phones	330007.054
Grand Total	1292678.03



Insights :

1. The highest sales and profit occur in November and December.
2. Most profit comes from Technology (\$145.5K) and Office Supplies (\$122.49K), totaling 93.5% of overall profit (\$286.40K).
3. California has the maximum state-wise sales.
4. The top-selling products are Phones, Chairs, and Storage solutions.

Conclusion :

Focus on promoting Technology and Office Supplies during peak sales months and target marketing efforts in California while emphasizing the success of Phones, Chairs, and Storage products.

Thank You

Abhishek Singh Rao