

# Mohan Ecommerce Pvt Ltd Sales Dashboard

## Project Description

### Overview

The Mohan Ecommerce Pvt Ltd Sales Dashboard is an interactive and data-driven business intelligence solution designed to provide comprehensive insights into sales performance, order trends, and customer demographics. This dashboard is built using Power BI Desktop, and Excel, enabling data visualization and analysis to drive strategic business decisions.

## Key Features & Insights

### *1. Order vs. Sales Performance*

- Visual representation of sales trends over the months.
- Monthly comparison of the count of orders and sales revenue.
- Helps in identifying seasonal fluctuations and peak sales periods.

### *2. Gender-Based Sales Distribution*

- A breakdown of sales by Men (64.05%) and Women (35.95%).
- Insights into customer demographics for targeted marketing and inventory management.

### *3. Top 10 States by Sales*

- Sales performance across major states, including:
  - Maharashtra (Highest Sales)
  - Karnataka
  - Uttar Pradesh
  - Telangana
  - Tamil Nadu, etc.
- Helps in regional sales strategy optimization.

#### ***4. Order Channel Distribution***

- Breakdown of orders from multiple e-commerce platforms, including:
  - Amazon (11.0K orders)
  - Myntra (7.3K orders)
  - Flipkart (6.7K orders)
  - Ajio, Nalli, Meesho, and Others
- Assists in platform-based marketing and inventory decisions.

#### ***5. Order Status Analysis***

- Classification of orders into:
  - Delivered (29K orders)
  - Returned (1K orders)
  - Cancelled (1K orders)

- Refunded (1K orders)
- Helps in assessing operational efficiency and customer satisfaction.

### ***6. Customer Demographics & Purchase Trends***

- Orders segmented by Men, Women, Age Groups (Adults, Seniors, Teenagers).
- Helps businesses tailor promotions and product recommendations.

### **Business Impact**

The Mohan Ecommerce Pvt Ltd Sales Dashboard empowers business leaders with:

- Real-time sales tracking for proactive decision-making.
- Enhanced customer segmentation for better engagement and targeted promotions.
- Identification of high-performing states and platforms for strategic investment.
- Monitoring of returns, refunds, and cancellations to improve customer service.

### **Technologies Used**

- Power BI Desktop for data visualization.
- Data analytics and reporting tools for insight generation.

- E-commerce order and sales data integration for real-time updates.

### **Additional Details**

This project is developed using both **Power BI** and **Excel** for data visualization and analysis. We provide project files for both tools, allowing users to explore insights using their preferred platform.