# Overview

Explaining the e-commerce sales data dashboard created using MS Excel to visualize insights and drive decision-making. Explore trends, patterns, and actionable insights. Here's an overview of the key components and functionalities of an effective sales dashboard.

# Highlight Key Metrics

Identify and explain critical metrics such as :

- **Total Sales :** The sum of total price of all products order.
- **Total Profit :** The sum of total profit and loss of all products.
- **Total Quantity :** The sum of the quantity of all products sold.
- **Average Selling Price :** The average Price at which each unit is sold, calculate by dividing the total sales by the total quantity of sold.
- **Average Profit per Unit :** The average profit generate per unit sold, calculate by dividing the total profit by the total quantity of sold.

# Use Visual Aids

Utilize charts, graphs and map to illustrate trends and comparisons :

- **Line Graph :** Show profit trends over time.
- **Bar Chart :** Compare sales across top 10 customers.
- **Funnel Chart :** Compare sales across product category base.
- **Pie Chart :** Display profit percentage of product category distribution.
- **Map :** Show sales trends over time by different states.

# Discuss Tends and Patterns

Various aspects of sales data are visualized to gain insights and understand key trends. Identified the following requirements for creating charts:

- **Sales by Products Category :**

Create a funnel chart to represents the total sales of different product category. Through this chart we can understand the customer demand according to the sales performance of different product categories.

- **Percentage of Profit by Products Category :**

Create a donut chart that shows the distribution of profits for different product categories. This chart provides insight into the popularity of the product category as a percentage of profit.

# Discuss Tends and Patterns

- **Yearly Profit Gained by Products Category :**

Create a line chart that represents how the profit is increasing over the years. This chart help it can be seen that the profit margin is increasing year by year according to the product category.

- **Monthly Sales Increase or Decrease :**

Create a area chart that shows which months sales value increased and which months have decreased.

- **Top 10 Customer :**

Create a bar chart that highlights the top 10 best customers who buy high value products and increase sales value.

# Actionable Insights

Provide the valuable insights and actionable information that can drive strategic decision making.

1. Overall total sales 2.3 M .
2. The state of California has the highest sales each year.
3. By sub – category phones and chairs sell more than other products every year.
4. In 2017, the profit of the furniture category were relatively low but other categories like office supply and technology category are high compare to the rest of the years.
5. At the end of every year , sales in September to December are higher than at the beginning of the year but except for the month of October.

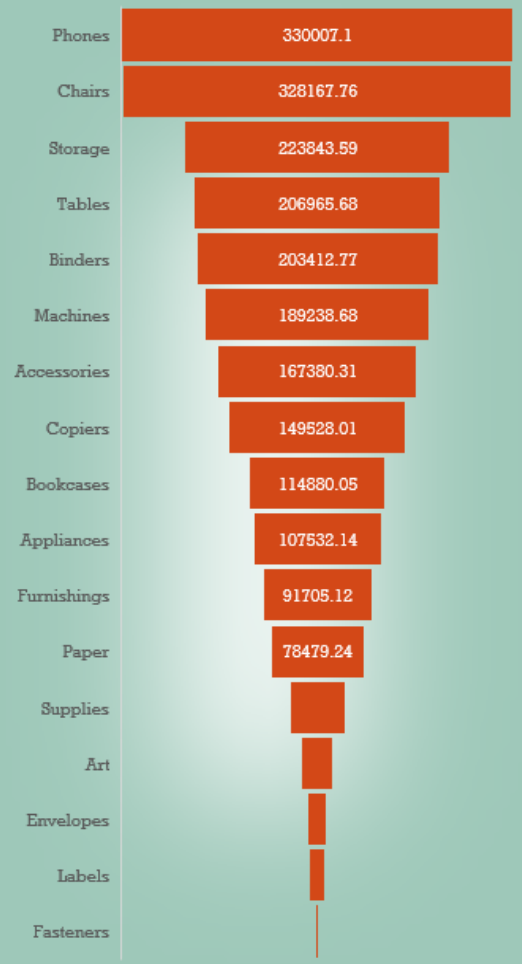
# SALES DASHBOARD

Category: Furniture | Office Supplies | Technology

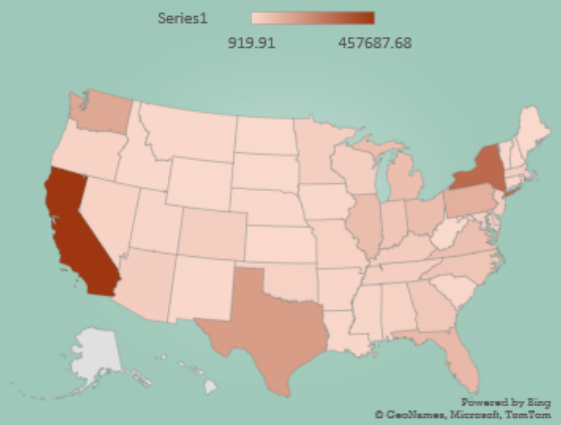
Year: 2014 | 2015 | 2016 | 2017

| Total Sales | Total Profit | Total Quantity | AVG Selling Price | AVG Profit Per Unit |
|---|---|---|---|---|
| ₹ 22,96,919.70 | 286409.9 | 37871 | 60.65 | 7.56 |

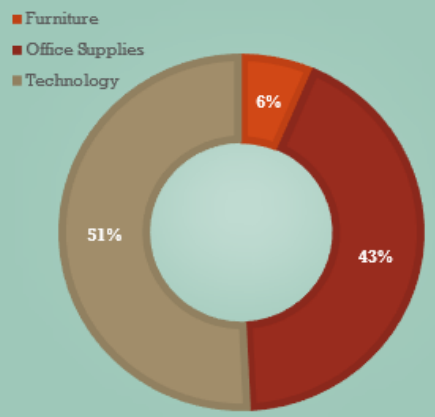
## Sales By Category



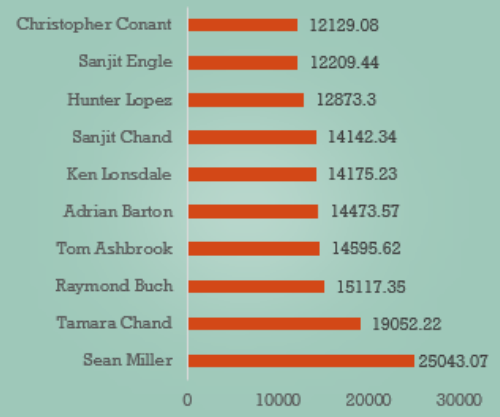

## Sales By States



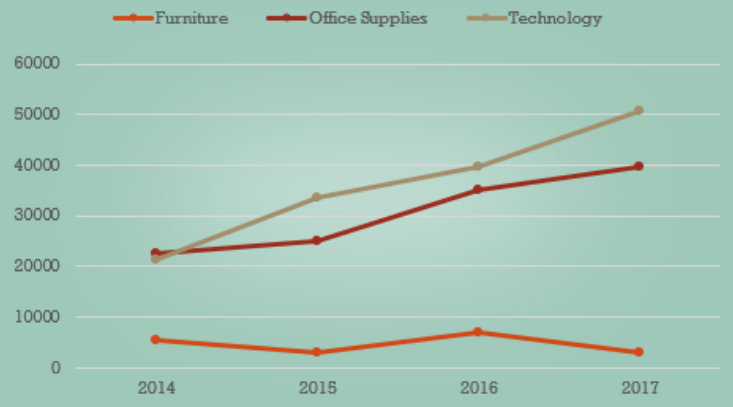

## % of Profit By Category

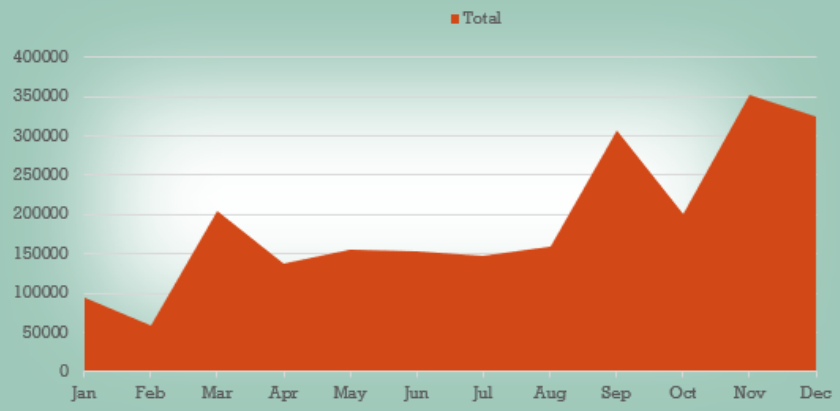



## Top 10 Customer




## Yearly Profit Gained




## Sales By Month Wise