



MADHAV ECOMMERCE DASHBOARD

SALES REPORT

Project Objective

- ▶ Owner of **Madhav Store** wants us to help them to create a **Dashboard** to track and Analyze their Online Sales across India.

Project Key points

- ▶ Data Analysis.
- ▶ Data Collection.
- ▶ Data cleaning.
- ▶ Data Modeling.
- ▶ Data Visualization.
- ▶ Calculated Column.
- ▶ Dashboard Design.
- ▶ Insights & Sharing.

Project Insights:

- ▶ Increased in Sales by the Month of **October Jan, march, Aug** & Declined by the month of **May, June, July, Sept, Dec**.
- ▶ **Printers, Bookcases, Saree, Accessories, Tables** in Sub category has good response in terms of Profit.
- ▶ **Clothing** is the Highest in Category which has been ordered in High Quantity of **63%**.
- ▶ **COD** has been mostly preferred by **44%**.
- ▶ **MH, MP, UP,DL, RJ** are the highest performing states by Profit.
- ▶ **Harivansh, Madhav, Madan Mohan, Shiva, Vishakha** are the Top customers who are spending and Purchasing from our Website.
- ▶ Average order value is **121K**
- ▶ Sum of Profit increased is **37k**.

Next Steps & Analysis

- ▶ Highlighted Subcategory **Printers, Bookcases, Saree, Accessories, Tables** has good response in terms of Profit & Performance. So we can increase the amount of stocks for these products and we can give some discounts on these products.
- ▶ Can see increased in sales by the month of **OCT, Jan, March, Aug** and declined in sales by month of **May, June, July, Sept, Dec**. we should focus more on the months who has low sales, we can give some attractive discounts, offers on these months and have to Analyse what factors which led to decreased in sales and starts focus more on this.
- ▶ **Harivansh, Madhav, Madan Mohan, Shiva, Vishakha** are the Top customers. we should target these customers more, can create good offers and discounts for these customers etc.
- ▶ **MH, MP, UP, DL, RJ** are the highest performing states, we can focus more on these states, we can open. stores on these states, give better services as well.
- ▶ Should focus more on the online services and should focus immediately on the weak areas.

Calculated Column

▶ $AOV = [Amount]/[Quantity]$

Download Data

- ▶ GIT HUB:
- ▶ https://github.com/AshishKRaina/PowerBi_dashboad_projects

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THANK YOU