



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.
- ▶ Key Metrics.
- ▶ 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**.

Key metrics:

- ▶ **Total Sales:** This metric provides a snapshot of the total revenue generated by the their company over a specific period. It allows businesses to track their sales performance and identify trends.
- ▶ **Average Order Value (AOV):** AOV represents the average amount spent by customers on each order. It helps businesses gauge customer spending behavior and optimize pricing strategies.
- ▶ **Top Selling Products:** Identifying the top-selling products allows businesses to focus on popular items, optimize inventory management and capitalize on market demand.
- ▶ **Customer Demographics:** Analyzing customer demographics such as mode of payment, location, subcategory, category etc., helps businesses understand their target audience better and tailor marketing strategies accordingly.
- ▶ **Customer Retention Rate:** Calculating the percentage of customers who make repeat purchases provides insights into customer loyalty and satisfaction levels.
- ▶ **Sales by State:** This metric breaks down sales revenue by geographical location, enabling businesses to identify lucrative markets and tailor marketing efforts geographically.
- ▶ **Revenue Growth Over Time:** Tracking revenue growth over different time periods helps businesses identify growth trends, set realistic targets and measure progress.

Practical Application:

- ▶ **Increasing Revenue:** By using insights from the dashboard, businesses can identify underperforming products or markets and take targeted actions to boost sales.
- ▶ **Operational Efficiency:** The dashboard also serves as a management tool, allowing businesses to streamline operations and improve efficiency. For instance, tracking order fulfillment times and customer service response rates can help identify bottlenecks and areas for improvement.

Future Scope

- ▶ This dashboard provides a glimpse into the vast potential of data-driven decision-making in e-commerce. Beyond the metrics included in this project, there are countless other insights and analytics that can further enhance business growth and success. As technology advances and data analytics capabilities evolve, businesses have the opportunity to leverage data in increasingly sophisticated ways to stay ahead of the competition and achieve sustainable growth.

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