

Trend Wave Store Sales Report 2018



Project Objective

Owner of Trend Wave Store wants us to help them create a dashboard to track and analyze their online sales across India.



Project Insights

- Total revenue of store in 2018 is nearly 438K.
- Overall profit of the store is 37K.
- Q-3 has reported the loss of -1.4K.
- Top 5 states revenue-wise are Maharashtra, Madhya Pradesh, Uttar Pradesh, Delhi, Rajasthan.
- Profit of electronics (20.5%) and clothing(62.6%) categories are same (13K).
- About 65% order's payment mode is COD (43.7%) and UPI(20.6%)
- Top 5 sub-categories contributing profits are Printers, Bookcases, Saree, Accessories, Tables.

Project Learnings

- Created interactive dashboard to track and analyze online sales data.
- Use of filters and slicers to drill down in worksheets and customize them
- created connections and joined new tables, and calculated to manipulate data and allow the stackholder to set parameters for visualization.
- Created customized visualizations (bar charts, pie charts, donut charts, clustered bar charts, scatter charts, line charts, cards, slicers, etc).

Trend Wave Store Sales Dashboard

Select
all

Qtr 4

Qtr 3

Qtr 2

Qtr 1

All



438K

Sum of Amount

121K

Sum of AOV

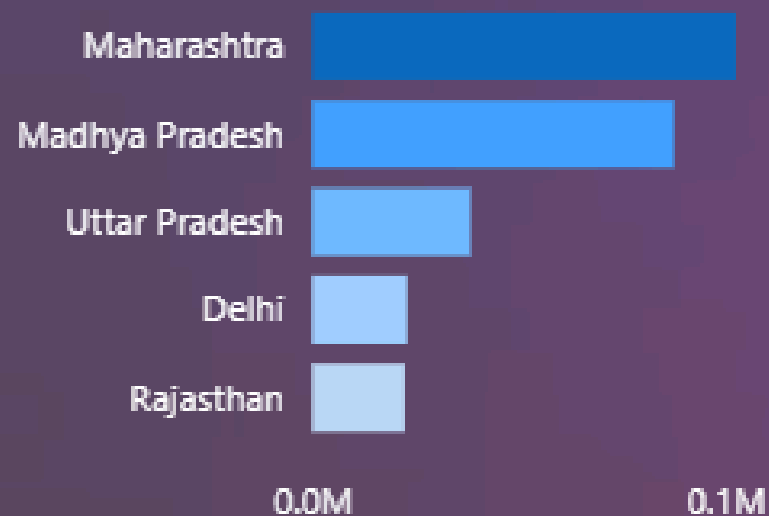
37K

Sum of Profit

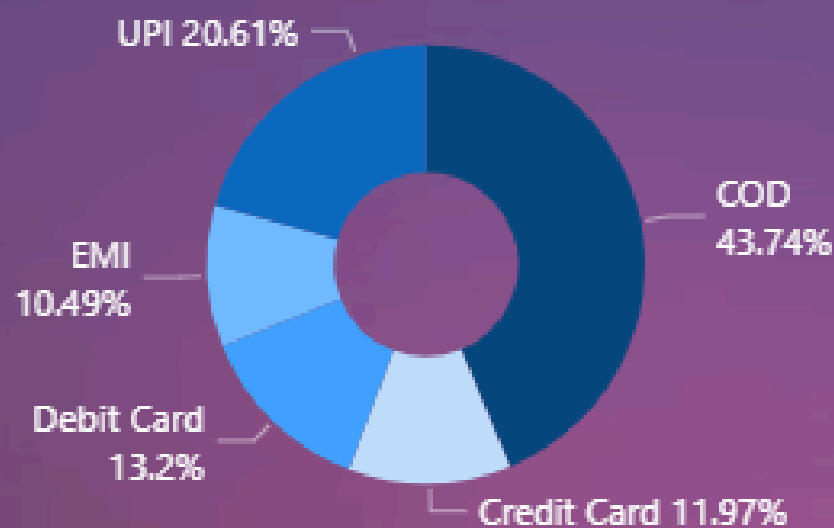
5615

Sum of Quantity

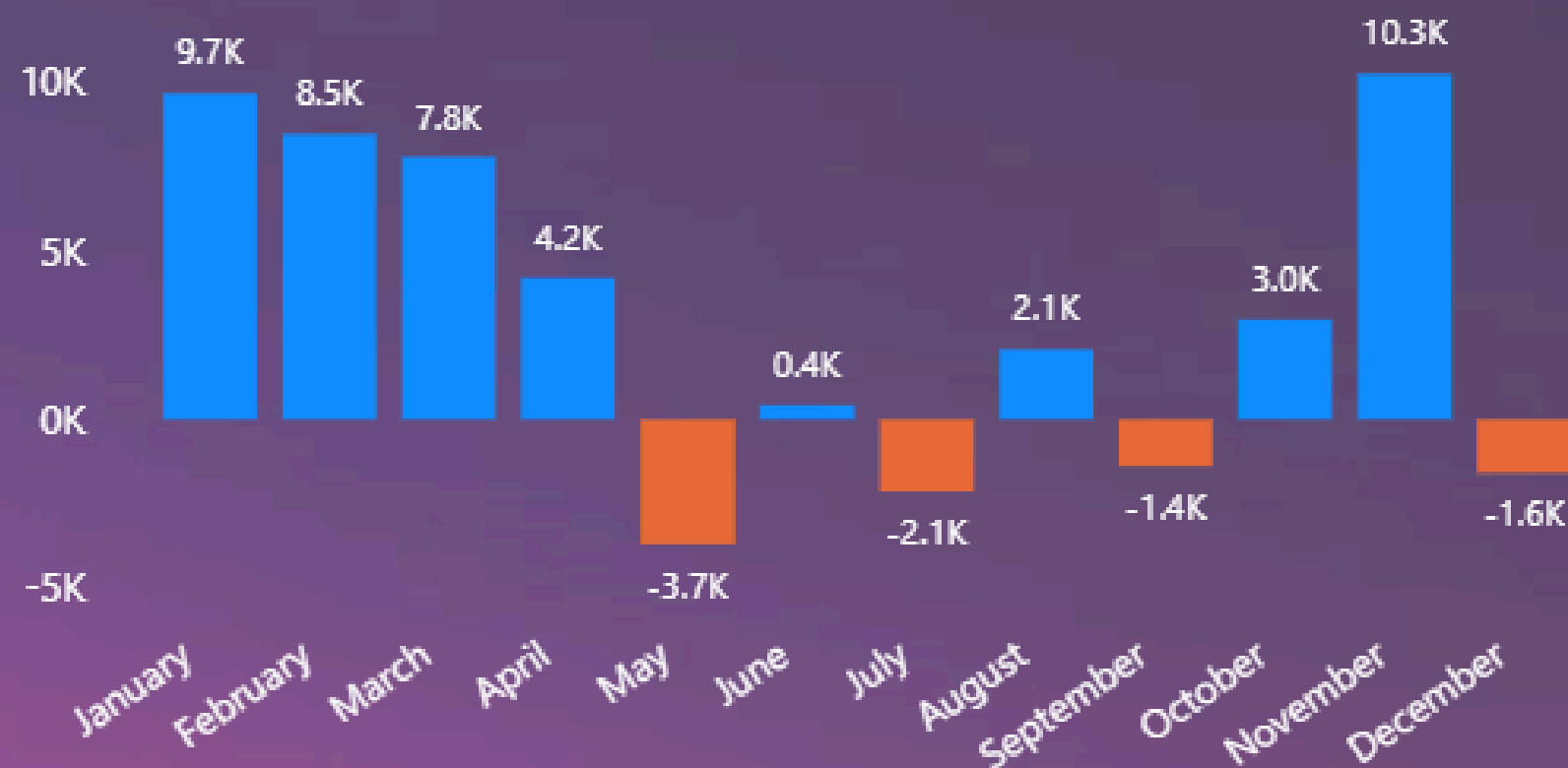
Top 5 States



Payment modes by Orders



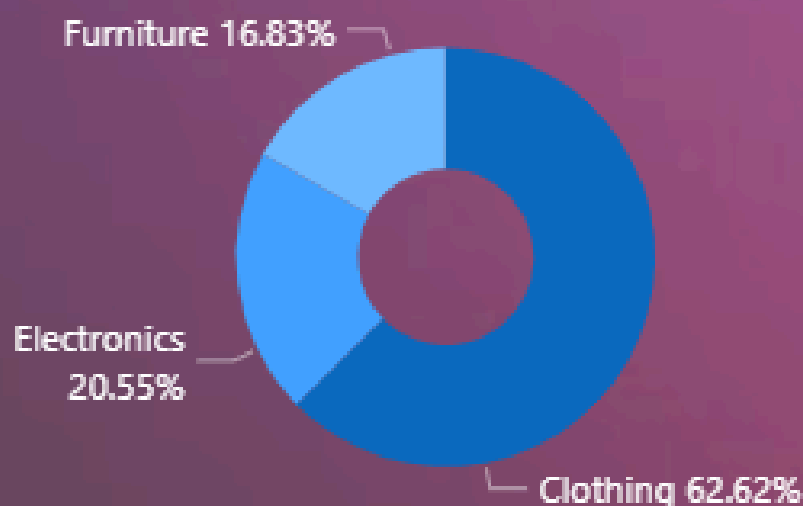
Profit by Month



Top 5 Customers



Quantity - Category



Profit by Sub-Category





Thank You