E-commerce Sales Performance Analysis

1. Executive Summary (KPIs)

The dashboard tracks four primary Key Performance Indicators (KPIs) to measure the health of the business:

- **Total Sales (Sum of Amount):** 438K

- **Total Profit:** 37K (Representing an approx. 8.4% profit margin)

- **Total Quantity Sold:** 5,615 units

- **Average Order Value (AOV):** 121.01K

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2. Sales & Profitability Trends

Monthly Profit-Loss Analysis

The bar chart reveals a volatile profit trend throughout the year:

- **Peak Performance:** January, March, August, and October show the highest profit margins, consistently exceeding the 5K mark.

- **Critical Slumps:** There is a significant dip in **July**, resulting in a net loss. May and June also show near-zero profitability, suggesting a "summer slump" or seasonal inventory issues.

- **Year-End Recovery:** Profitability recovers in Q4 (October/November), likely driven by festive season sales, though December sees another slight dip into the negative.

Sub-Category Profitability

- **Printers** are the highest profit generators (exceeding 8K), followed closely by **Bookcases**.

- **Tables** and **Accessories** contribute the least to the profit margin among the top categories, suggesting high overhead costs or low-price positioning for these items.

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3. Product & Category Distribution

Quantity by Category

The product mix is heavily dominated by a single category:

- **Clothing:** 62.62% (The primary volume driver).

- **Electronics:** 20.55%

- **Furniture:** 16.83%

- *Insight:* While Clothing moves the most volume, the business should analyze if Electronics or Furniture offers higher margins per unit to balance the revenue stream.

Quantity by Payment Mode

Consumer payment preferences are distributed as follows:

- **Cash on Delivery (COD):** 44% (Most preferred method).

- **UPI:** 21%

- **Debit/Credit Cards:** 25% combined.

- **EMI:** 10%

- *Insight:* High COD rates may indicate a need for better trust-building for digital payments or reflect regional preferences in the top-performing states.

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4. Geographical & Customer Insights

Top Performing States

Sales are concentrated in specific regions of India:

1. **Maharashtra:** Leading state by a significant margin (approaching 100K in sales).

2. **Madhya Pradesh:** Strong secondary market.

3. **Uttar Pradesh & Delhi:** Notable contributors but significantly lower than Maharashtra.

Top Customers

The dashboard identifies high-value customers: **Harivansh**, **Madhav**, **Madan Mohan**, and **Shiva**. These individuals are key contributors to the "Sum of Amount" and represent a segment for loyalty programs or targeted marketing.

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5. Strategic Recommendations

- **Address the July Deficit:** Investigate the cause of the July loss (e.g., high returns, heavy discounting, or supply chain disruptions).

- **Leverage Clothing Volume:** Since Clothing accounts for over 60% of quantity, bundle low-performing "Accessories" with popular clothing items to clear stock.

- **Regional Expansion:** Use the success in Maharashtra as a blueprint for marketing campaigns in Delhi and Uttar Pradesh to close the sales gap.

- **Incentivize Digital Payments:** Offer small discounts for UPI or Card payments to reduce the logistical risk and cost associated with the 44% COD rate.

Technologies Used

- **Data Visualization:** Power BI / Tableau (indicated by the slicers and layout).

- **Data Source:** Ecommerce Sales Dataset (CSV/Excel).

- **Analysis Focus:** Sales trends, Profitability, Customer Segmentation.