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Online Sales Performance Analysis

SIC-AI701

Agenda

- Team Members
- Introduction
- Key Metrics Overview
- Category-Level Analysis
- Monthly & Quarterly Trends
- Payment Mode Insights
- Sub-Category Sales Analysis
- Geographical Performance (State-Wise)
- Conclusion
- References

Team Members

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Introduction

- Project analyzes online sales dataset using Power BI.
- Focus on performance metrics: Sales, Profit, Quantity, Profit Margin %.
- Dashboard provides interactive visualizations: Categories, Sub-Categories, Payment Modes, Time Trends, and Locations.
- **Goal:** Deliver actionable insights to improve business strategy, marketing, and operations.



Key Metrics Overview

Dashboard Highlights

- Total Sales: reflects overall revenue performance.
- Total Profit: shows profitability generated from sales.
- Total Quantity Sold: indicates overall sales volume.
- Profit Margin: highlights efficiency in converting sales to profit.

Insight: While sales volume is strong, the profit margin (8.44%) seems not that high, but the average profit margins in a startup e-commerce was 0.5% in the local market, which indicates the strength of company's strategies as a beginning.



Sales by Category

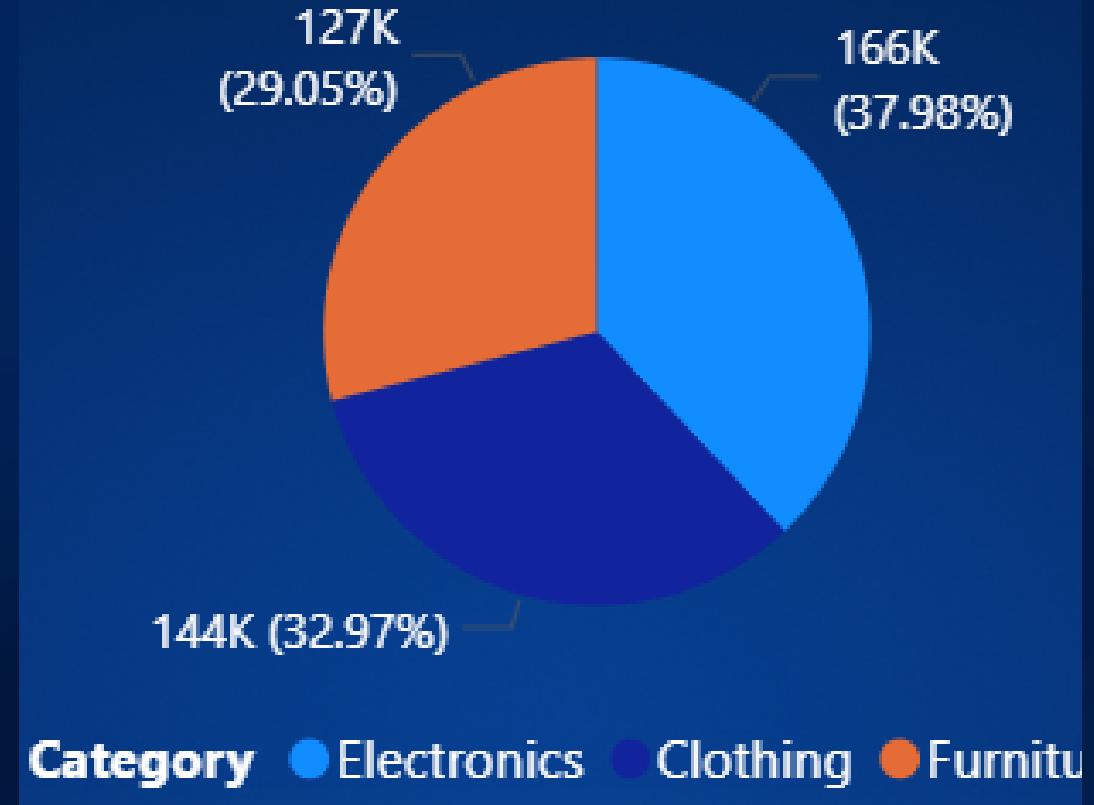
Category-Wise Contribution to Sales

- Electronics (37.98%): highest contributor to total revenue.
- Clothing (32.97%): competitive sales, nearly matching electronics.
- Furniture (29.05%): lowest performer but still significant share.

Gained Insights:

- Electronics is the primary revenue driver, showing strong customer demand in this segment.
- Clothing is a close second, suggesting seasonal promotions or fashion trends may boost it further.
- Furniture, while trailing, still accounts for nearly one-third of sales, meaning it cannot be ignored.
- The sales distribution across categories is fairly balanced, with no category dominating over 50%, indicating the diversity in company's products.
- Business strategy should focus on maintaining electronics growth while exploring ways to improve furniture sales like bundling offers and targeted marketing.

Sum of Sales by Category



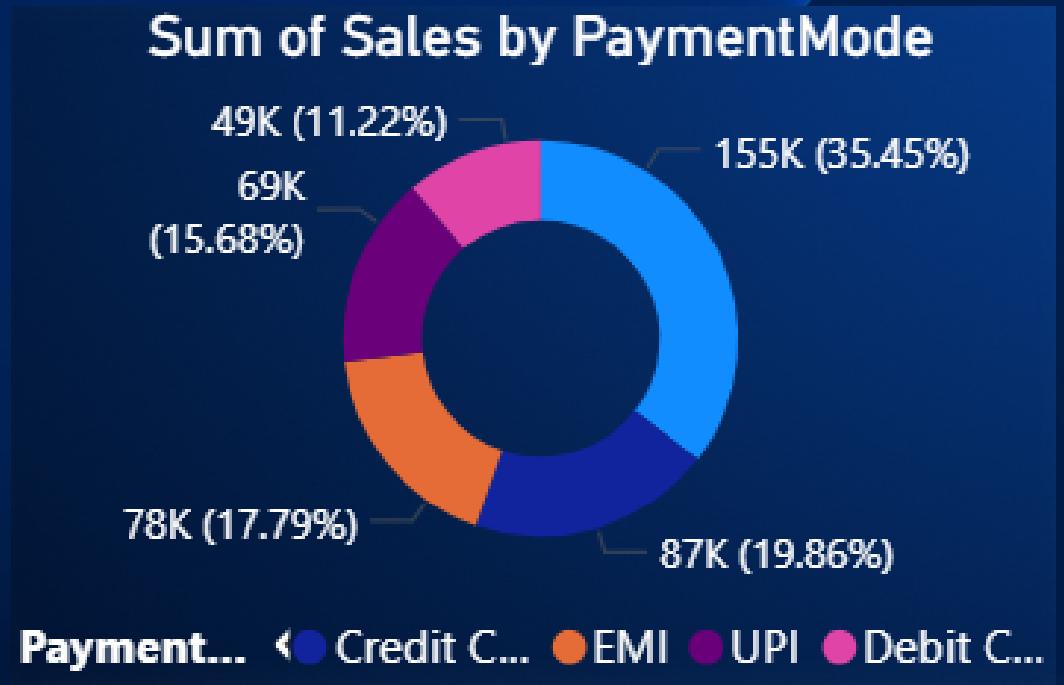
Sales by Payment Mode

Payment Mode Contribution to Sales

- Cash on Delivery (COD): (35.45%) – most preferred mode.
- Credit Card: (19.86%) – strong adoption, especially among urban customers.
- EMI: (17.79%) – shows demand for installment-based purchases.
- UPI: (15.68%) – growing popularity, indicates digital adoption.
- Debit Card: (11.22%) – least used option.

Gained Insights:

- COD dominance (35%) highlights continued customer reliance on cash trust factor however, this may increase risks of cancellations or delayed payments.
- Credit cards & EMI (combined ~38%) show strong adoption of structured and high-value purchasing behavior.
- UPI adoption (15.7%) signals rising digital payment trends, which could expand further with targeted incentives.
- Debit cards' lower share (11.2%) suggests customers prefer credit-based or flexible payment modes over direct spending.



Sales by Quarter

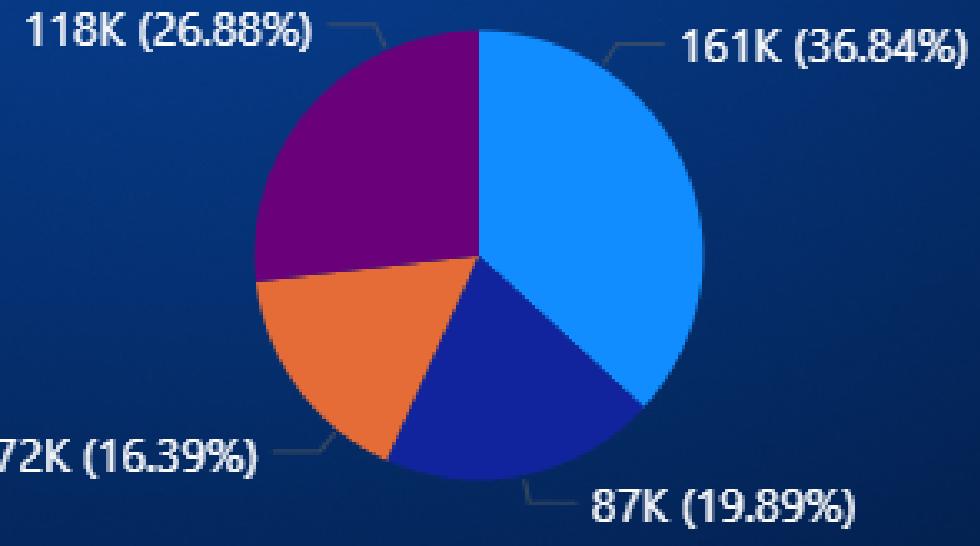
Quarter-Wise Sales Performance (Total Sales = 438K)

- First Quarter (36.84%): strongest quarter.
- Second Quarter (19.89%): sharp decline after Q1.
- Third Quarter (16.39%): lowest performing quarter.
- Fourth Quarter (26.88%): recovery towards year-end.

Gained Insights:

- Q1 leads (36.84%), reflecting high seasonal demand or early-year campaigns.
- Q2 & Q3 combined (36.28%) are weaker than Q1 alone, showing a mid-year slowdown.
- Q4 rebound (26.88%) highlights holiday/festive demand.
- Trend shows a V-shaped sales pattern: strong start → dip mid-year → recovery at year-end.
- Business takeaway: Prioritize Q1 product launches and Q4 promotions, while using targeted offers in Q2–Q3 to reduce sales dips.

Sum of Sales by Quarter



Order Da... ● Qtr 1 ● Qtr 2 ● Qtr 3 ● Qtr 4

Monthly Profit Trends

Profit Performance (By Month)

- Strong Months:
 - January (9.7K), February (8.5K), March (7.8K) – consistent high profit in Q1.
 - November (10.3K) – peak profitability at year-end.
- Moderate Gains: April (4.2K), June (0.4K), August (2.1K), October (3K).
- Loss Months: May (-3.7K), July (-2.1K), September (-1.4K), December (-1.4K).

Gained Insights:

- Q1 is the most profitable quarter, showing strong momentum at the start of the year.
- November spike (10.3K) confirms the impact of holiday sales.
- May and July losses highlight possible seasonal slowdowns or operational inefficiencies.



Sales by Sub-Category

Top Performers

- Printers (59K), Saree (59K), Bookcases (57K) – lead sales.
- Phones (46K), Gadgets (39K) – strong electronics demand.

Low Performers

- Furnishings (13K), Shirts (8K), T-Shirts (7K) – weak sales.
- Kurti, Leggings, Skirts (2–3K each) – minimal share.

Insights:

- Sales are concentrated in a few sub-categories.
- Electronics & Apparel drive strong demand.
- Several items contribute negligible sales
→ consider re-evaluation.
- There are negative profit products due to company strategy to gain more customers and recover these losses in other products



State-Wise Quantity Spread

Top Performers

- High quantities concentrated in Maharashtra, Karnataka, and Delhi/NCR regions.
- Noticeable spread across Southern India and Eastern states (West Bengal, Odisha).
- Strong contribution also from Central India (Madhya Pradesh, Telangana).

Low Performers

- Sparse activity in North-East India (except Assam/nearby).
- Very low presence in Jammu & Kashmir, Himachal Pradesh, and Rajasthan.
- Minimal spread in border states near Myanmar and Bhutan.

Insights

- Sales are heavily concentrated in metro-driven states (Delhi, Maharashtra, Karnataka).
- Southern & Central India show a strong spread and consistent demand hubs.
- North-Eastern and Himalayan states have negligible activity → untapped potential.
- Strategy can focus on deepening penetration in low-spread states while maximizing metro growth.



Conclusion

- The company were able to compete in the market by achieving a good profit margin in the presence of top e-commerce companies like Amazon India.
- The company has almost equal spread of categories sales in electronics, clothing and furniture, but still need improvement in some sub-categories due to their low sales.
- The wide spread of products among most of the country is a good indicator of the popularity of the company and the reliability of its products.
- The company needs some improvement in the strategy to avoid negative profit as much as possible.

References

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Thank You

Any Questions ?