

Commercial Sales Data Analytics Report

A Data-Driven Insight into Sales and Trends

By: Hetvi Parekh
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Overview

- This Project analyzes commercial sales data to identify high- performing product categories, peak sales periods and customer behavior. It uses Excel for data processing and Tableau for visualization. The insights aim to help in strategic planning and improving revenue.

Key Objectives and Technology

❖ Goal

- Analyze overall and category wise sales performance.
- Identify top-selling products.
- Determine sales trends across months / regions.
- Highlight low-performing area for improvement.

❖ Technology

- Ms Excel (Data Processing)
- Tableau (Visualization)

All about Dataset.

❖ Source

- Kaggle.com

❖ Size

- 1000 x 8

❖ Fields

- OrderId, Date, CustomerId, Category, Total Price, Payment Method, Branch, Revenue

❖ Time Period

- Jan 2024 – Dec 2024

Pivot Table

Row Labels	Andheri	Bandra	Dadar	Navi Mumbai	Thane	Grand Total
Beverages	267.81	245.13	246.15	211.92	231.43	241.88
Electronics	1,043.27	1,036.36	1,041.11	1,054.17	1,178.75	1,068.20
Groceries	1,436.47	1,277.14	1,046.15	1,344.24	1,104.55	1,230.42
Home Supplies	788.00	897.30	739.14	738.95	779.75	788.72
Personal Care	895.38	990.00	785.68	883.26	979.02	907.31
Grand Total	854.70	900.93	780.46	828.76	875.90	848.72

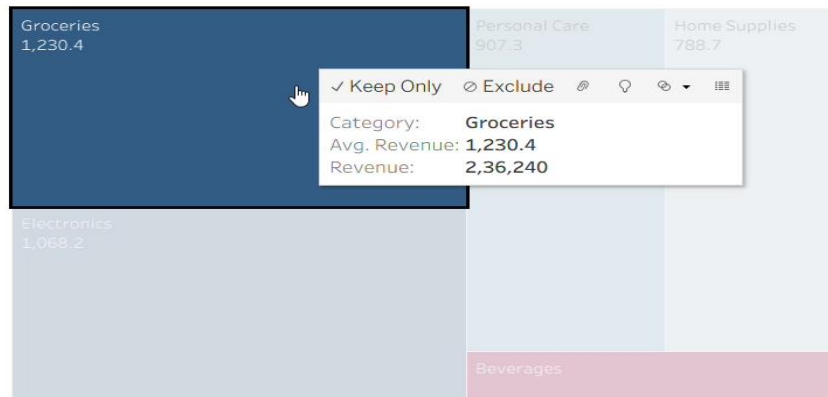
Sum of Revenue	Column Labels					
Row Labels	Andheri	Bandra	Dadar	Navi Mumbai	Thane	Grand Total
Jul	10925	11380	9910	15390	12150	59755
Aug	21175	12580	16270	9465	21555	81045
Sep	6420	12305	10925	11210	8685	49545
Oct	12990	14505	12930	12755	15450	68630
Nov	8340	16560	6245	13540	9080	53765
Dec	15360	10175	17820	9015	25180	77550
Grand Total	75210	77505	74100	71375	92100	390290

Sum of Revenue	Column Labels				
Row Labels	Cash	Credit Card	Debit Card	UPI	Grand Total
Beverages	9960	13020	15120	10035	48135
Electronics	67200	61700	51300	51600	231800
Groceries	51800	63760	47920	72760	236240
Home Supplies	38110	44360	32980	38350	153800
Personal Care	40050	41850	50130	46710	178740
Grand Total	207120	224690	197450	219455	848715

Row Labels	Sum of Revenue
Beverages	48135
Electronics	231800
Groceries	236240
Home Supplies	153800
Personal Care	178740
Grand Total	848715

Data Visualization

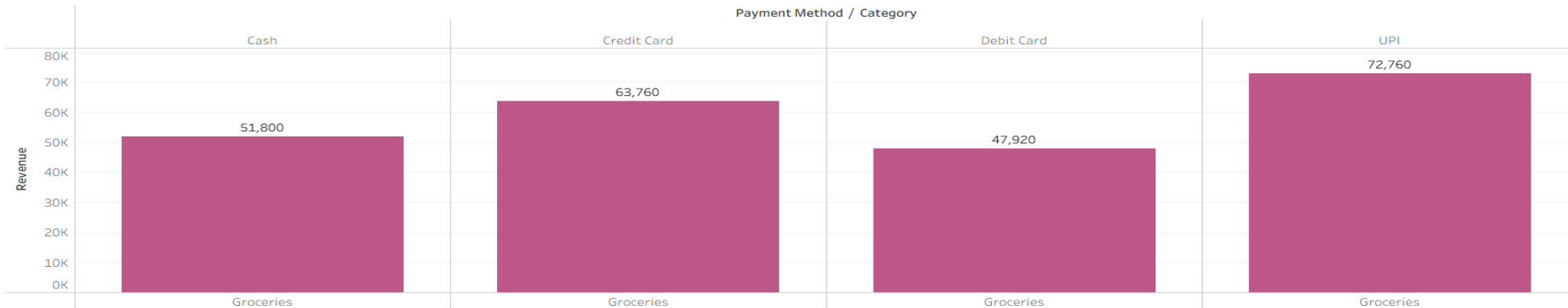
Category Sales



Last 6 Months



Payment Method v/s Category



Key Insights and Findings.

- ❑ Groceries dominate total revenue, followed by Electronics. Beverages contribute least to sales – this might need a push or promotional strategies.
- ❑ No major seasonal spike is visible, but November shows potential. Targeting for campaigns may yield higher returns.
- ❑ UPI and Credit card are the preferred modes for Groceries.
- ❑ Cash is still widely used for Electronics.
- ❑ Across all modes, Beverages have low engagement, possibly due to pricing, availability or consumer preferences.
- ❑ Sales are steady but could be boosted during lower-performing months.

Recommendations

- ❑ Launch branch-specific offers for underperforming categories.
- ❑ Encourage UPI adoption via cashback or digital discounts.
- ❑ Plan for monthly goals using insights from past performance.

THANK YOU FOR ATTENTION

Gmail: hetviparekh245@gmail.com

LinkedIn: Hetvi Parekh