

Madhav Store Data Analysis Report

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Tools Utilized: Power BI, Excel, CSV Data Processing

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1. Project Objective

The goal of this project was to analyze the sales data of "Madhav E-Commerce Store" to understand their performance in 2022. The owner wanted a visual dashboard to track:

- Which states are buying the most?
- Which products (Sarees, Electronics, etc.) generate the highest profit?
- Who is the target customer?

2. Data Processing (ETL)

I used raw data from two files: `Orders.csv` and `Details.csv`.

- **Data Cleaning:** Checked for null values and corrected spelling errors in the "State" column.
- **Data Modelling:** Created a relationship between the "Order ID" in both tables to merge the sales and quantity data.
- **DAX Calculations:** Created custom measures to calculate "Total Revenue" and "Total Profit" dynamically.

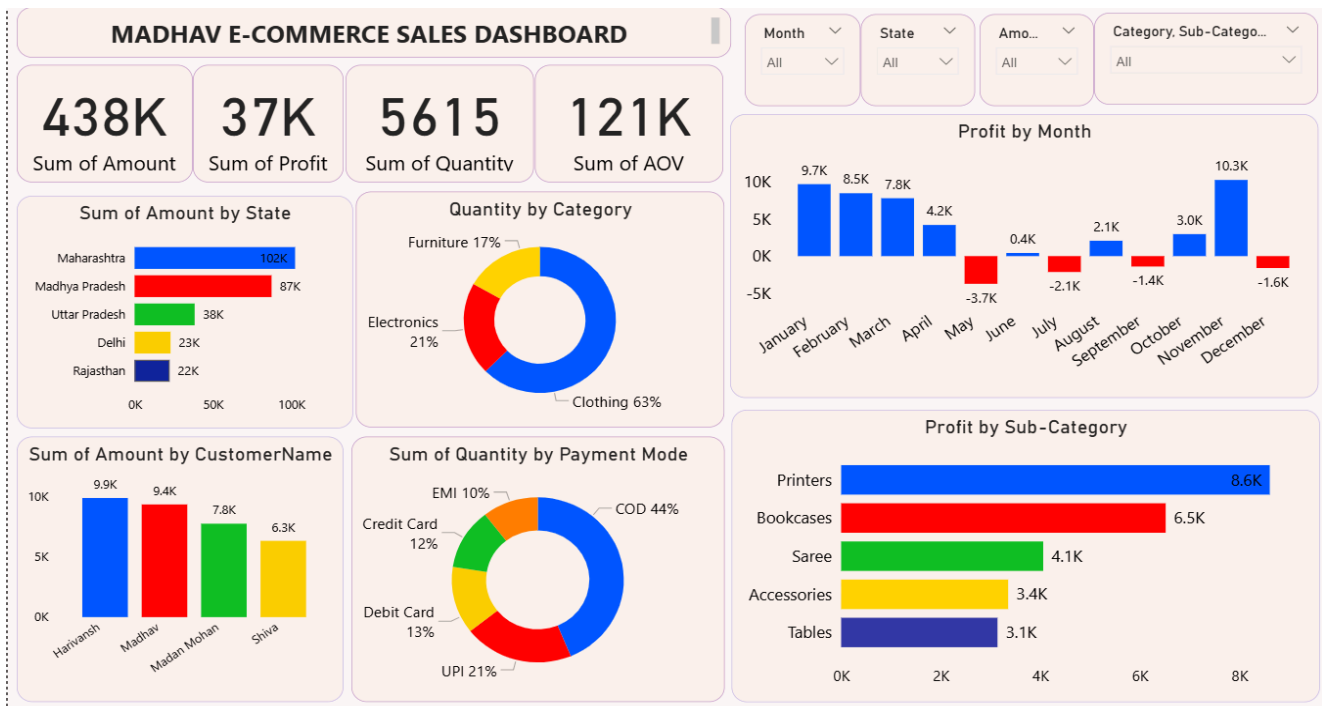
3. Key Insights from the Dashboard

Based on the analysis of the visual dashboard, here are the main business findings:

- **Top Performance by Location:** The state of **Maharashtra** is the #1 market for the store, followed closely by **Madhya Pradesh** and **Uttar Pradesh**. These three states account for the majority of the revenue
- **Product Preferences:** The store specializes in **Clothing**, which is the highest-selling category. Specifically, **Sarees** and **Stoles** are the top sub-categories, indicating a strong demand for traditional wear.
- **Payment Behavior:** A significant portion of customers prefer **Cash on Delivery (COD)** over online payments. This is a crucial insight for cash flow management.

- **Top Customer Name:** (Look at your dashboard: If you have a chart for "Top Customer," mention the name here, e.g., "Harivansh").

4. Dashboard Snapshot



5. Conclusion & Recommendations

To grow sales in the next year, the store should:

1. **Marketing:** Focus ad spend on women living in **Maharashtra and MP**, as they are the most profitable demographic.
2. **Inventory:** Stock up on **Sarees** before peak festival months (sales trends show spikes in specific months).
3. **Digital Payments:** Launch a small discount offer for UPI/Card payments to reduce the high reliance on Cash on Delivery.