**About This Project**

This project showcases an **E-Commerce Sales Dashboard** designed to provide clear, data-driven insights into business performance. The dashboard tracks key metrics such as revenue, sales volume, customer behavior, product performance, and geographical distribution. It helps identify growth trends, highlight dependencies on key customers, and uncover regional opportunities.

The goal of the project is to demonstrate how **data visualization and analytics** can turn raw sales data into actionable intelligence for decision-makers. It combines clean design with practical insights, making it a valuable tool for both monitoring performance and shaping strategy.

**E-Commerce Sales Performance Report**

The E-Commerce Sales Dashboard provides a comprehensive snapshot of business performance across revenue, sales volume, customer insights, and geographical distribution. This analysis highlights key metrics and their implications for growth and strategic decision-making.

**Revenue and Sales Performance**

The business generated **€105 million in revenue**, marking a **16.1% increase compared to the previous year (PY)**. This growth is significant, signaling strong market demand and effective sales execution. Quantity sold reached **6 million units**, also showing a **16.1% year-on-year increase**, reinforcing that revenue growth is volume-driven. However, the **average unit price (€17.6)** remained flat with **0.0% change versus PY**, suggesting that pricing strategy has not contributed to revenue gains.

**Customer Insights**

The **top five customers account for a disproportionate share of revenue**. For instance, **Pooja** alone contributes **28.6%**, while **Sunita and Jyoti contribute 23.1% and 17.7% respectively**. This highlights a **high dependency on a small customer base**, which poses both opportunity and risk. Engaging new customers while retaining top spenders should remain a strategic focus.

**Product and Unit Analysis**

In terms of sales units, **cartons (Ct) dominate with 2.4 million units sold**, followed by **cans (1.3 million)**, and **bottles (0.8 million)**. Smaller categories like **oz packs (0.5 million)** and **bags (0.4 million)** still contribute meaningfully but lag behind. The concentration in cartons and cans may indicate customer preference for bulk or packaged formats, which should be factored into future product development and promotional strategies.

**Geographical Distribution**

Sales are geographically diverse, with significant contributions from **Bangladesh, India, Lithuania, Poland, and Germany**. Notably, emerging markets like Bangladesh and India appear to be growth engines, while European markets (Lithuania, Poland, Germany) provide steady demand. This diversification reduces reliance on a single region and enhances resilience.

**Sales Trends**

Monthly sales trends show fluctuations but maintain a generally positive trajectory. The volatility suggests potential seasonality or campaign-driven spikes, which the business could further optimize by aligning marketing and inventory strategies.

**Key Takeaways**

1. **Revenue growth is strong**, driven by increased volume rather than price.
2. **Customer base growth is stagnant**, with heavy reliance on a few high-value customers.
3. **Cartons and cans lead product sales**, indicating bulk preferences.
4. **Geographical spread is healthy**, balancing emerging and developed markets.
5. **Sustaining growth will require diversifying the customer base, optimizing pricing, and leveraging regional strengths.**