



# Candy Castle Shop Analysis using Excel

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# Project Overview

This Excel dashboard provides a thorough overview of Candy Castle's sales performance, empowering many stakeholders with important understandings for effective data-directed decision-making. The dashboard enables many users to explore multiple sales trends, important customer purchasing behaviors and important product performances in a dynamic, intuitive way through the integration of key metrics, interactive visualizations and slicers. It points out important aspects such as total revenue, top-selling products, sales by region and customer segmentation, enabling businesses to identify growth opportunities and optimize sales strategies. This dashboard is a influential tool for monitoring performance and making informed business decisions, with its real-time filtering and drill-down capabilities.

# Dataset Overview

The project utilizes three datasets related to Candy Castle's retail sales:

- **Customers Dataset**

- Contains details about 100 customers, including Customer ID, Name, City, Contact Information, Gender, and Address.
- Helps in understanding customer demographics and behavior.

- **Orders Dataset**

- Comprises 1,000 order records with details such as Order ID, Customer ID, Product ID, Quantity, Order Date & Time, Delivery Date & Time, Location, and Occasion.
- Useful for analyzing purchase patterns, peak order hours, delivery times, and customer preferences.

- **Products Dataset**

- Includes 70 products with attributes like Product ID, Name, Category, Price, and Occasion.
- Helps in identifying top-selling products, price trends, and category performance.

# Objective

- **Sales Performance Analysis**

- Evaluate total orders, revenue, and peak sales periods.
- Identify best-selling products and top revenue-generating categories.

- **Customer Insights**

- Analyze customer demographics, top-spending customers, and purchase trends.
- Understand location-based and occasion-based buying behavior.

- **Operational Efficiency**

- Assess delivery time trends and highlight potential delays.
- Identify factors impacting timely order fulfillment.

- **Business Intelligence**

- Provide interactive dashboards with dynamic filters for data-driven decision-making.
- Generate reports to assist stakeholders in improving sales and marketing strategies.

# Dashboard Overview



# Dashboard



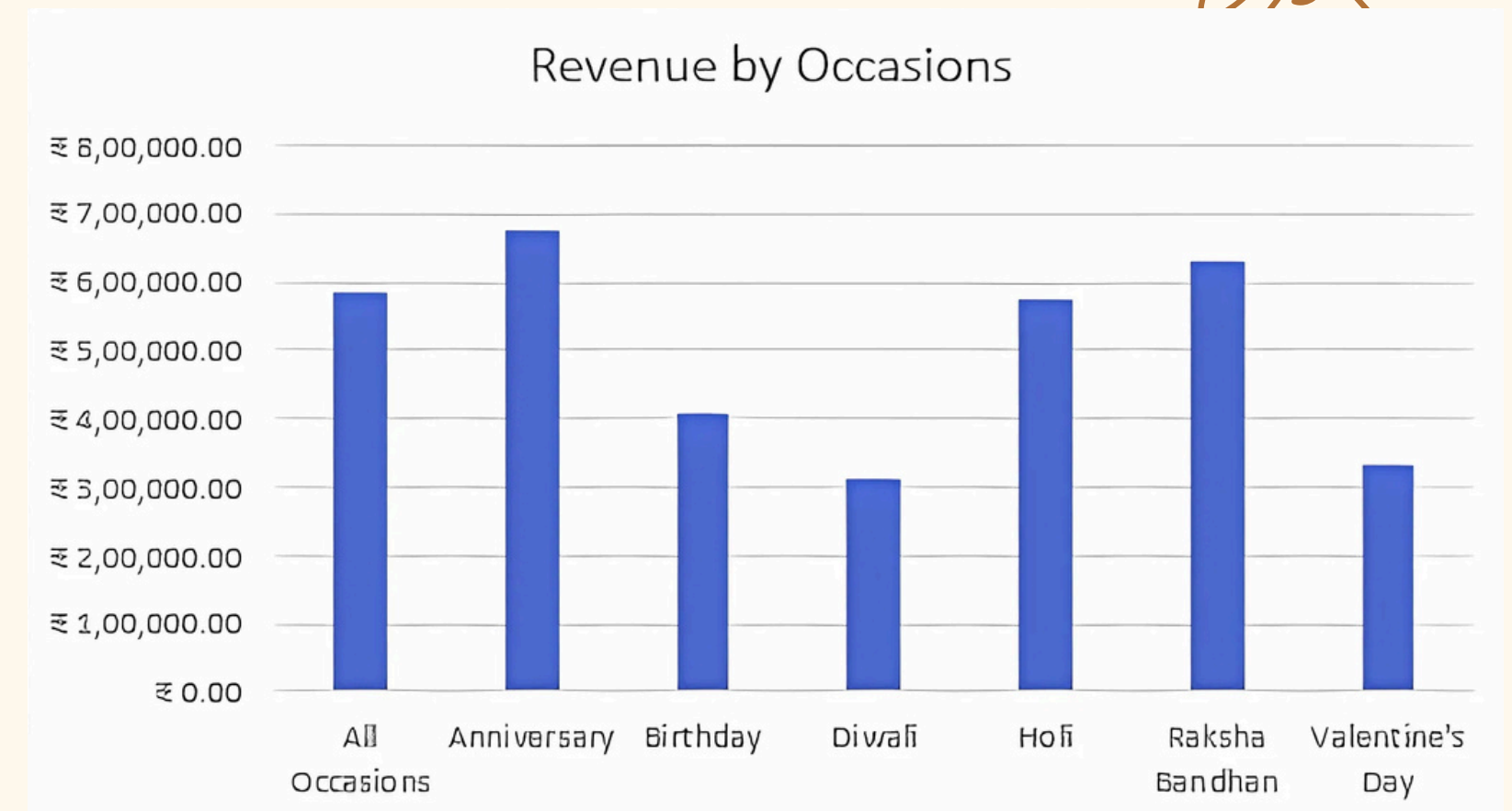


# Key Metrics Analyzed

- **Total Orders:**
  - Tracks the cumulative number of orders placed by customers over a specified period.
  - Helps in assessing the overall demand and popularity of our products.
- **Total Revenue:**
  - Represents the total income generated from all sales transactions.
  - Provides a clear picture of the financial health and profitability of the business.
- **Order-Delivery Time:**
  - Measures the average time taken from order placement to delivery completion.
  - Crucial for evaluating operational efficiency and customer satisfaction levels.
- **Average Customer Spend:**
  - Calculates the mean amount spent by each customer per transaction.
  - Useful for understanding customer purchasing behavior and identifying opportunities for upselling or cross-selling.

# Revenue by Occasions

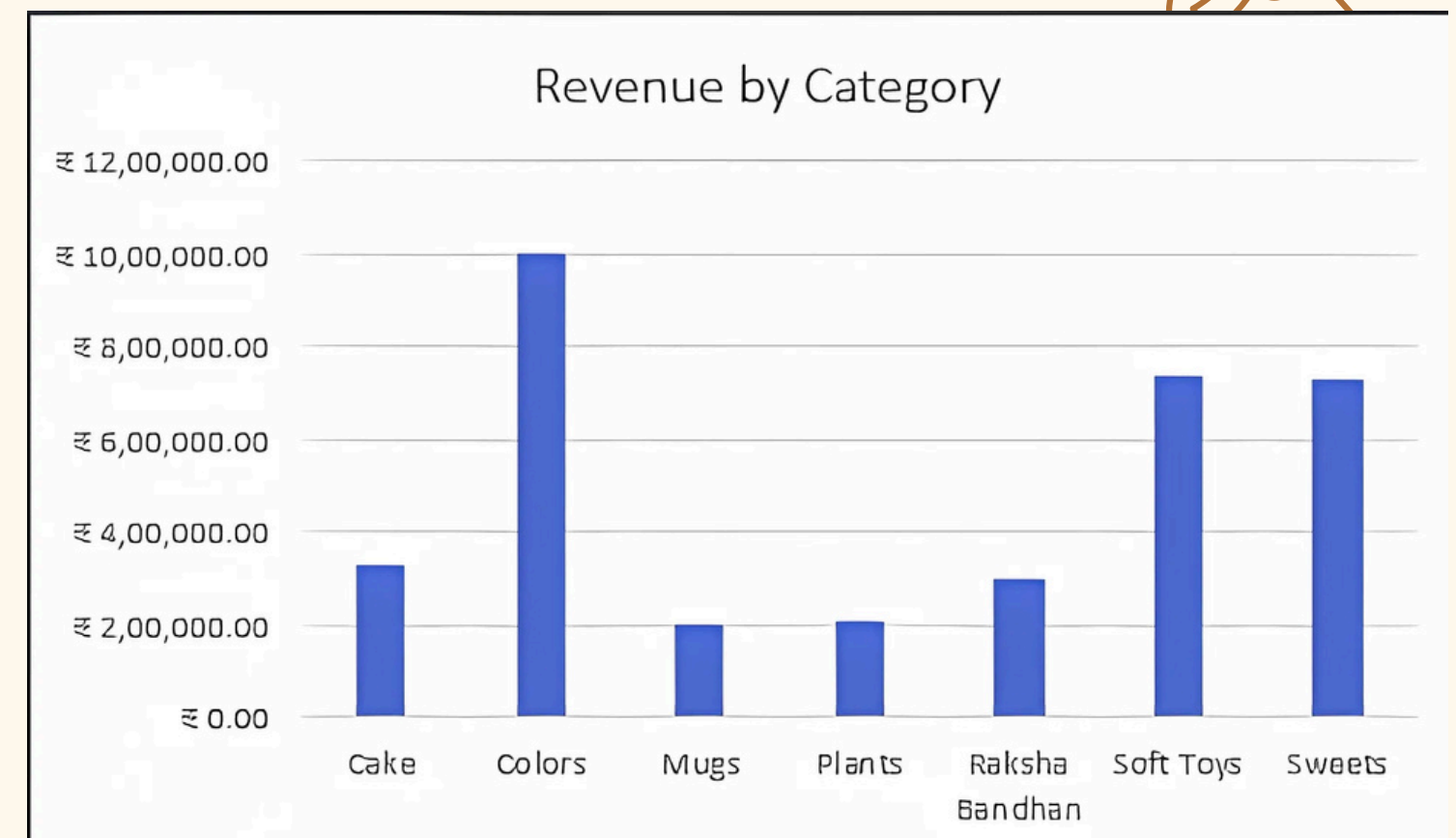
- **Analysis of Revenue Distribution Across Different Occasions:**
  - The dashboard categorizes revenue based on various occasions such as Anniversary, Birthday, Diwali, Holi, Raksha Bandhan, and Valentine's Day.
  - This segmentation allows us to identify which occasions drive the most sales and revenue.
- **Insights on Peak Occasions (e.g., Anniversary, Birthday):**
  - From the data, it is evident that occasions like Anniversary and Birthday generate significantly higher revenue compared to others.
  - These peak occasions see a surge in orders, indicating strong customer engagement and demand during these periods.





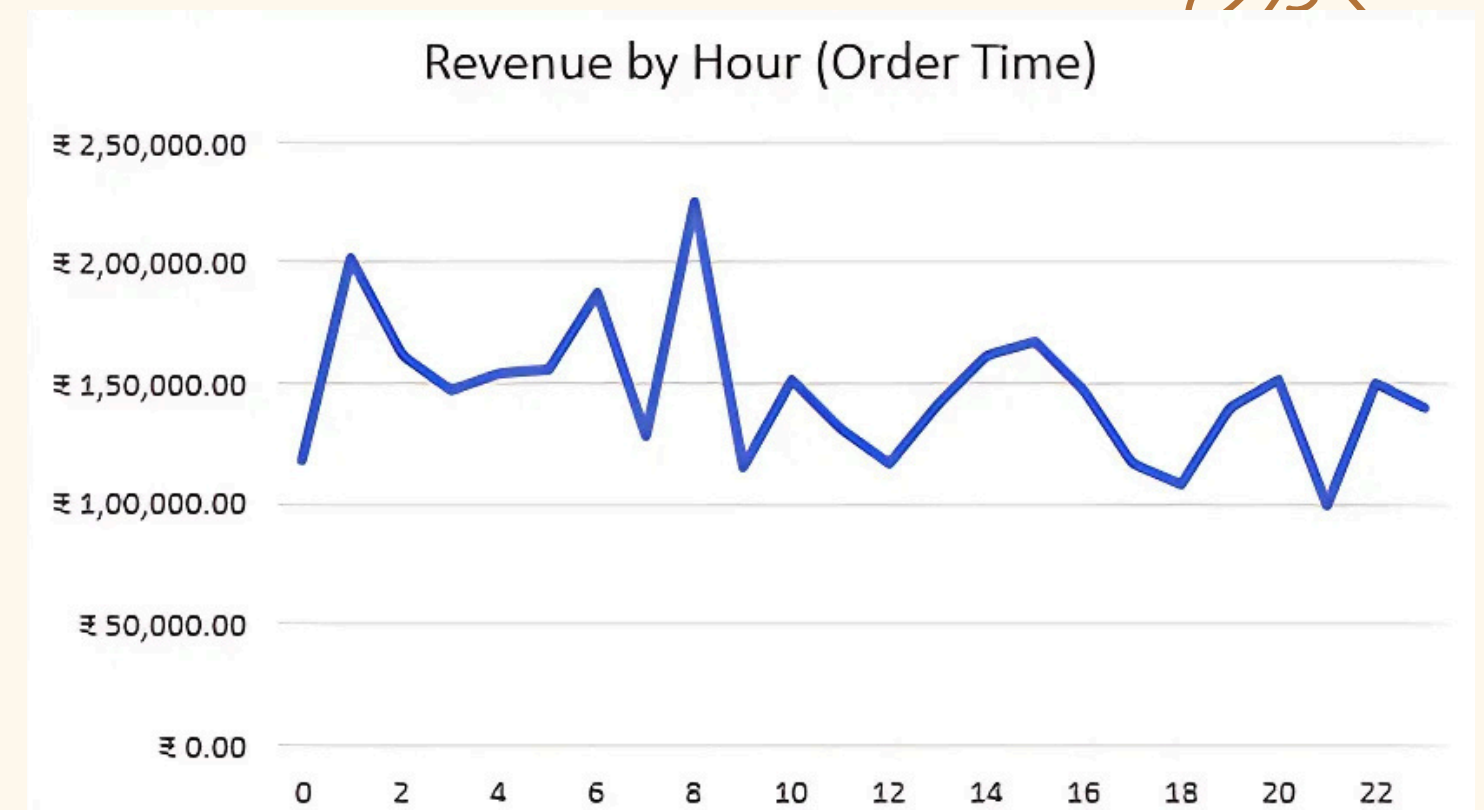
# Revenue by Category

- **Breakdown of Revenue by Product Categories (Cake, Colors, Mugs, etc.):**
  - The dashboard provides a detailed breakdown of revenue generated by each product category, including Cake, Colors, Mugs, Plants, Raksha Bandhan, Soft Toys, and Sweets.
  - This granular view helps us understand which categories are driving the most sales and contributing significantly to our overall revenue.
- **Identification of Top-Performing Categories:**
  - From the data, it is clear that certain categories stand out as top performers. For instance, the Cake and Colors categories have generated the highest revenue compared to others.
  - These top-performing categories not only attract more customers but also command higher average order values.



# Revenue by Hour (Order Time)

- **Trend Analysis of Revenue Throughout the Day:**
  - The dashboard offers a trend analysis of revenue based on the time of day when orders are placed.
  - This analysis reveals patterns in customer behavior and purchasing habits throughout the day.
- **Peak Hours for Orders:**
  - From the data, it is evident that there are specific peak hours during which the majority of orders are placed. For example, the revenue spikes around mid-morning and late afternoon.
  - These peak hours indicate times when customer activity and demand are at their highest.



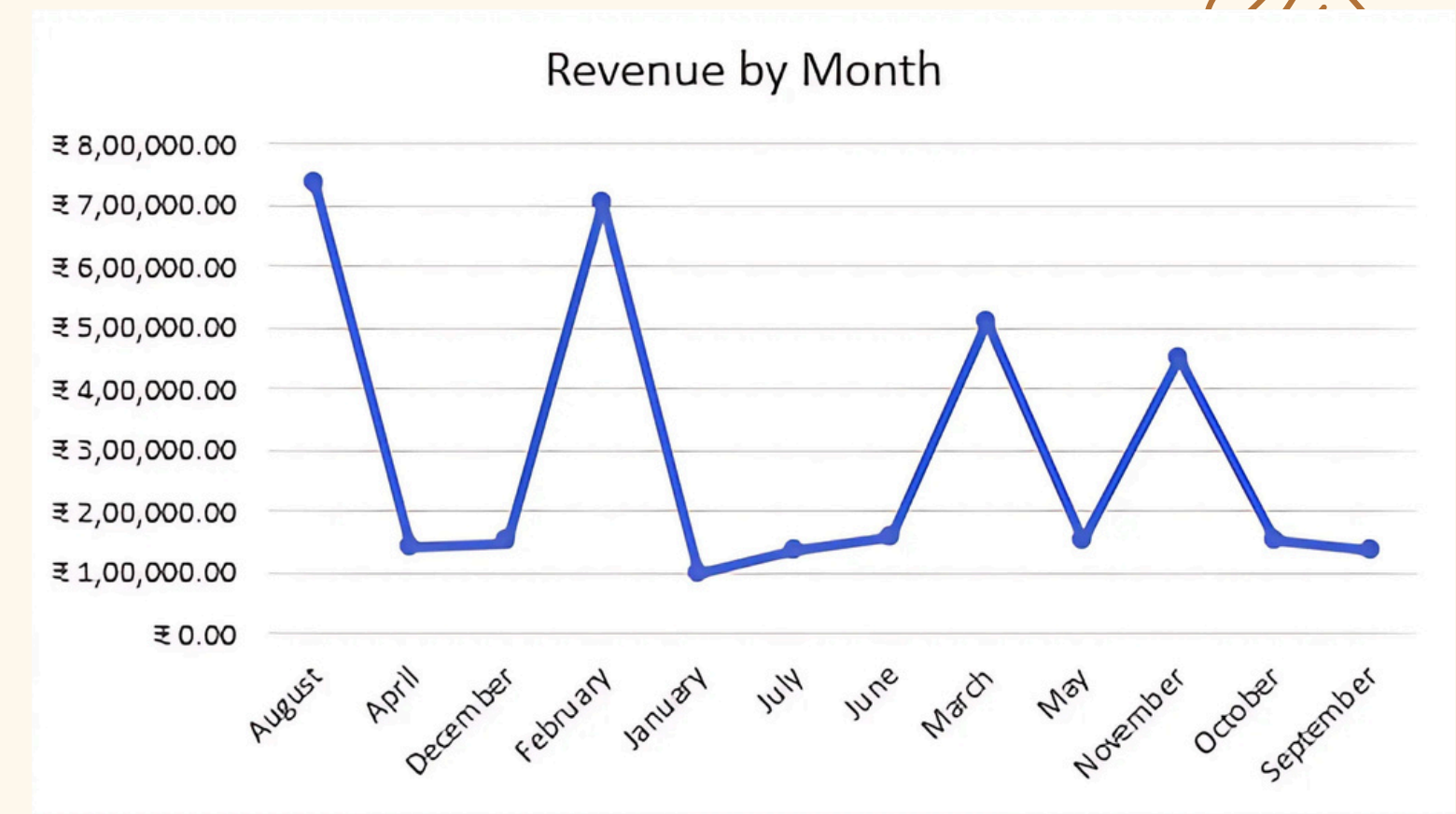
# Revenue by Month

- **Monthly Revenue Fluctuations:**

- The dashboard provides a comprehensive view of monthly revenue fluctuations throughout the year.
- By analyzing these fluctuations, we can identify periods of high and low sales, which helps in understanding the overall business performance over time.

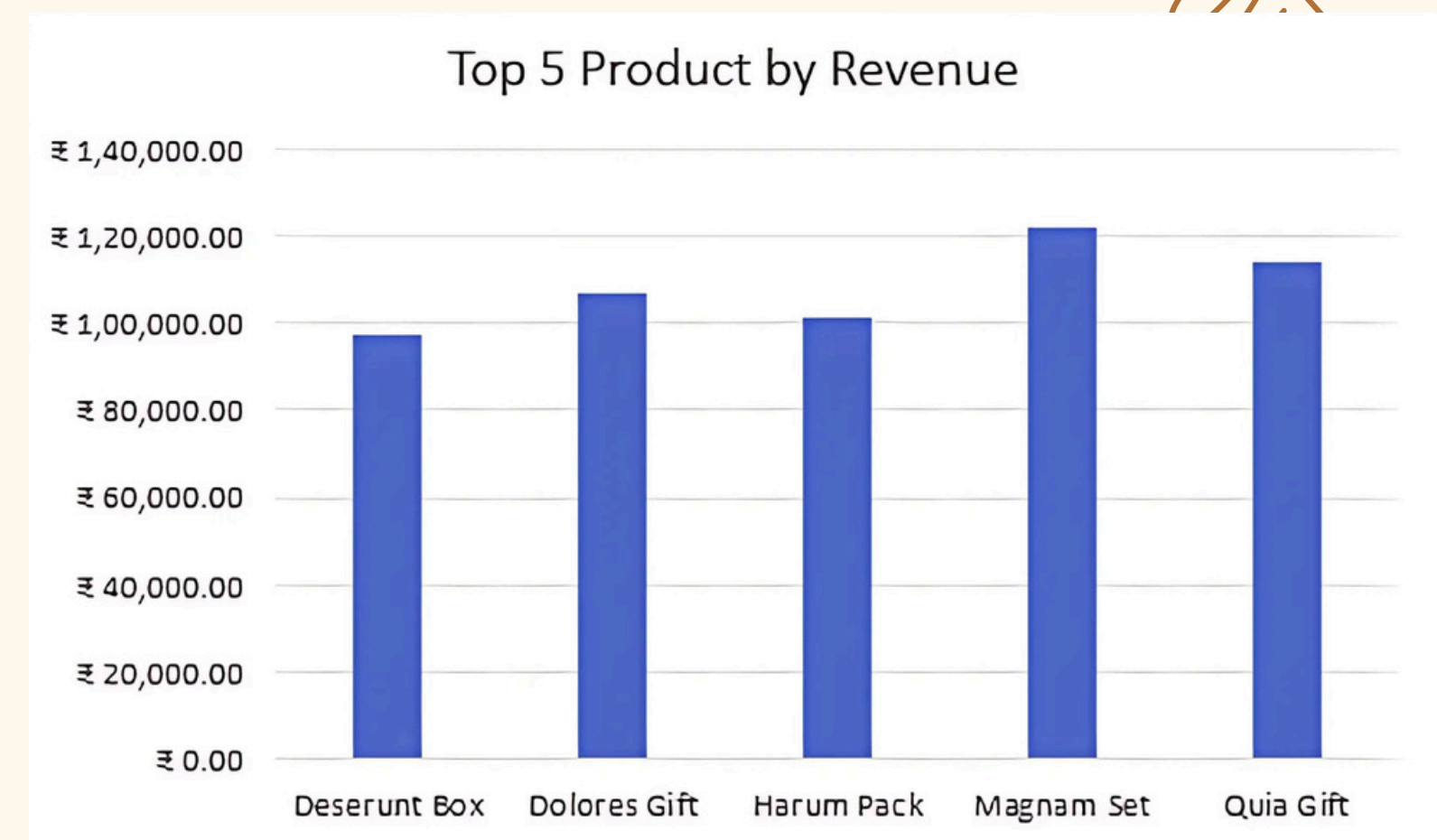
- **Seasonal Trends and Patterns:**

- Seasonal trends play a significant role in shaping our revenue patterns. For instance, certain months like December and February show higher revenue due to festive occasions and celebrations.
- Understanding these seasonal trends allows us to align our marketing and operational strategies with customer demand during peak seasons.



# Top 5 Products by Revenue

- **Detailed Analysis of Best-Selling Products (Deserunt Box, Dolores Gift, etc.):**
  - The dashboard identifies the top 5 products by revenue, including Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, and Quia Gift.
  - A detailed analysis of these best-selling products reveals their unique selling points and customer appeal.
- **Factors Contributing to Their Success:**
  - Several factors contribute to the success of these top-selling products, such as product quality, pricing strategy, marketing efforts, and customer reviews.
  - These products have consistently met customer expectations and preferences, leading to repeat purchases and positive word-of-mouth.





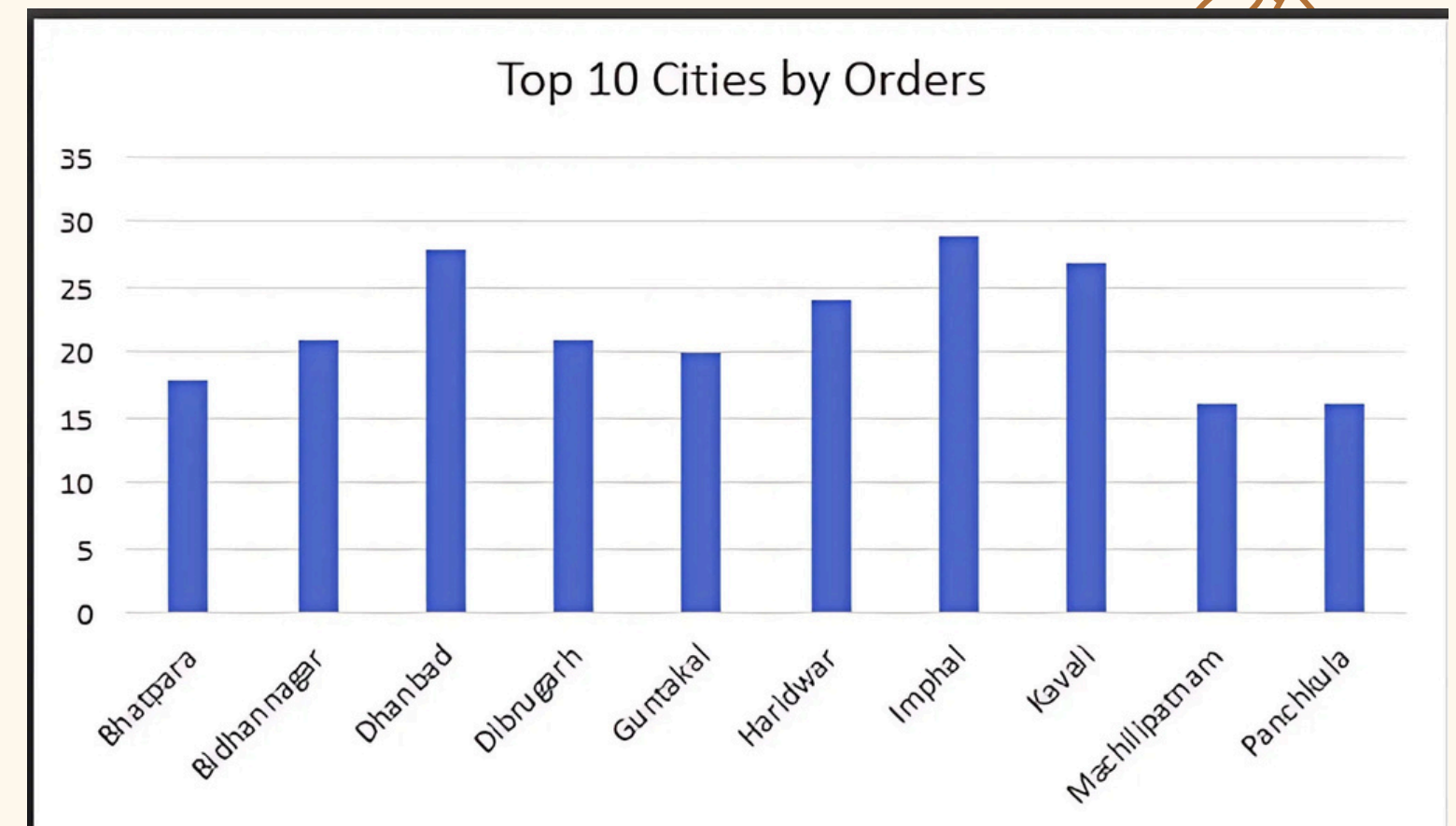
# Top 10 Cities by Orders

- **Geographic Distribution of Orders:**

- The dashboard provides insights into the geographic distribution of orders across different cities.
- This information helps us understand where our customers are located and which regions contribute the most to our order volume.

- **High-Performing Cities and Their Characteristics:**

- Certain cities stand out as high-performing markets, such as Bangalore, Bishnupur, Dhanbad, Dimapur, Gunaiah, Hyderabad, Imphal, Kavali, Machilipatnam, and Panchkula.
- These cities exhibit strong customer engagement, higher order frequency, and greater purchasing power.





# Key Findings and Insights

- **Summary of Major Observations from the Dashboard:**

- The dashboard has provided valuable insights into various aspects of our business operations.
- Key observations include revenue distribution by occasions, product categories, hours, months, top-selling products, and high-performing cities.
- These observations have helped us understand customer behavior, sales trends, and operational efficiency.

- **Impact of Various Factors on Sales Performance:**

- Several factors have been identified as significant drivers of sales performance, including seasonal occasions, product popularity, order timing, geographic location, and marketing efforts.
- Understanding these factors allows us to tailor our strategies and initiatives to maximize sales and revenue.

- **Overall Health of the Business Based on Data:**

- Based on the data analysis, the overall health of the business appears to be positive, with steady growth in orders and revenue.
- However, there are areas for improvement, such as optimizing delivery times, enhancing inventory management, and expanding market reach.

# Recommendations and Actionable Steps

- **Practical Steps to Improve Sales and Revenue:**

- Implement targeted marketing campaigns during peak occasions and seasons to boost sales.
- Focus on top-performing product categories and best-selling products to drive higher revenue.
- Optimize staff scheduling and resource allocation based on peak order hours and months.

- **Enhancements to Product Offerings and Marketing Strategies:**

- Introduce new product variants and bundles within top-performing categories to cater to diverse customer preferences.
- Leverage social media and digital marketing channels to increase brand visibility and customer engagement.
- Offer personalized recommendations and promotions to encourage cross-selling and upselling.

- **Optimization of Operations for Better Efficiency:**

- Streamline inventory management processes to ensure adequate stock levels and reduce stockouts.
- Enhance order fulfillment and delivery systems to minimize order-delivery time and improve customer experience.
- Utilize data analytics tools and technologies to gain deeper insights and make informed decisions.

# Conclusion

In conclusion, the Candy Castle Sales Analysis Dashboard has proven to be an indispensable tool for gaining deep insights into our business operations and driving strategic decision-making. Through a comprehensive analysis of key metrics such as total orders, revenue by occasions, product categories, hours, months, top-selling products, and high-performing cities, we have identified significant trends and patterns that impact sales performance. The data reveals a positive overall health of the business, with steady growth in orders and revenue, while also highlighting areas for improvement. By implementing targeted marketing campaigns during peak occasions, focusing on top-performing product categories, optimizing staff scheduling, and expanding market reach, we can enhance sales and revenue. Additionally, enhancing product offerings, leveraging digital marketing channels, and streamlining operations will further boost efficiency and customer satisfaction. Ultimately, embracing a data-driven approach is essential for staying competitive, meeting customer expectations, and achieving sustainable growth. As we move forward, let us continue to leverage the power of data analytics to make informed decisions, seize opportunities, and build a strong, resilient, and successful business.

**Thank You**

