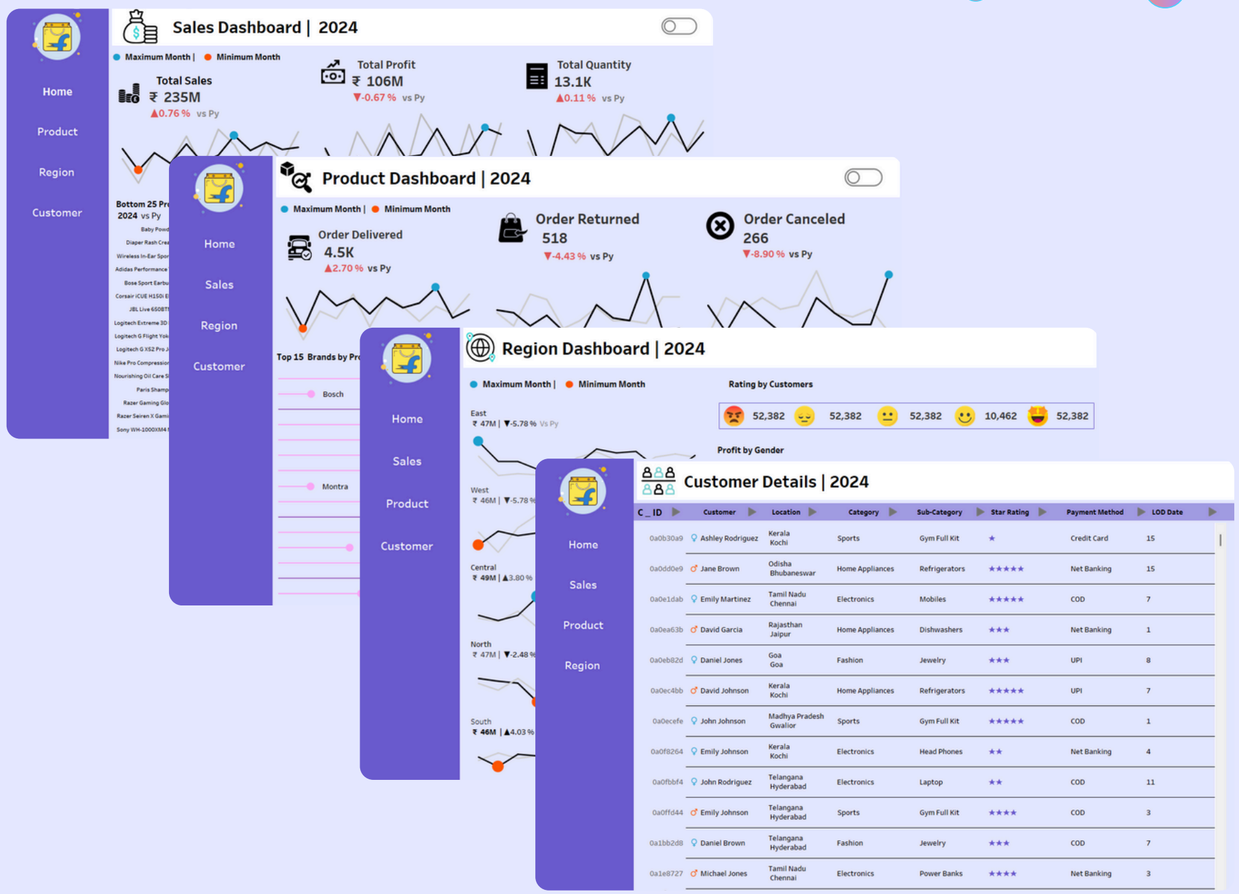
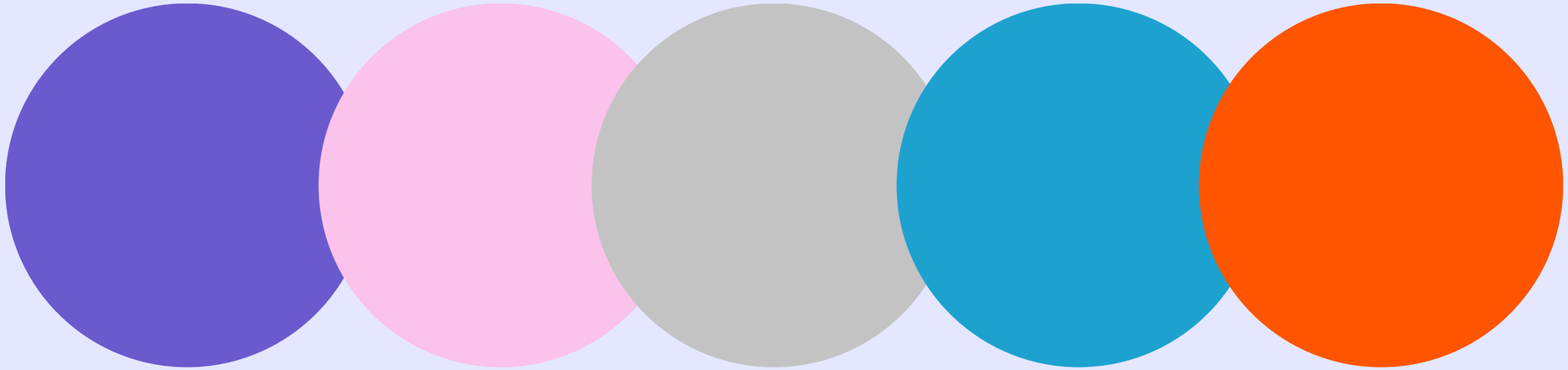
Flipkart


Sales Dashboard | 2024
Maximum Month | Minimum Month
Total Sales
₹ 235M
▲0.76 % vs Py
Total Profit
₹ 106M
▼-0.67 % vs Py
Total Quantity
13.1K
▲0.11 % vs Py
Home
Product
Region
Customer
Product Dashboard | 2024
Maximum Month | Minimum Month
Order Delivered
4.5K
▲2.70 % vs Py
Order Returned
518
▼-4.43 % vs Py
Order Canceled
266
▼-8.90 % vs Py
Home
Sales
Region
Customer
Region Dashboard | 2024
Maximum Month | Minimum Month
Rating by Customers
52,382
52,382
52,382
10,462
52,382
Profit by Gender
East
₹ 47M | ▼-5.78 % Vs Py
West
₹ 46M | ▼-5.78 %
Central
₹ 49M | ▲3.80 %
North
₹ 47M | ▼-2.48 %
South
₹ 46M | ▲4.03 %
Home
Sales
Product
Customer
Customer Details | 2024
C_ID
Customer
Location
Category
Sub-Category
Star Rating
Payment Method
LOD Date
0a0b30a9 Ashley Rodriguez Kerala Kochi Sports Gym Full Kit ★ Credit Card 15
0a0dd0e9 Jane Brown Odisha Bhubaneswar Home Appliances Refrigerators ★★★★★ Net Banking 15
0a0e1dab Emily Martinez Tamil Nadu Chennai Electronics Mobiles ★★★★★ COD 7
0a0ea63b David Garcia Rajasthan Jaipur Home Appliances Dishwashers ★★★ Net Banking 1
0a0eb82d Daniel Jones Goa Goa Fashion Jewelry ★★★ UPI 8
0a0ec4bb David Johnson Kerala Kochi Home Appliances Refrigerators ★★★★★ UPI 7
0a0ecefe John Johnson Madhya Pradesh Gwalior Sports Gym Full Kit ★★★★★ COD 1
0a0f82d4 Emily Johnson Kerala Kochi Electronics Head Phones ★★ Net Banking 4
0a0fbbf4 John Rodriguez Telangana Hyderabad Electronics Laptop ★★ COD 11
0a0ffd44 Emily Johnson Telangana Hyderabad Sports Gym Full Kit ★★★★ COD 3
0a1bb2d8 Daniel Brown Telangana Hyderabad Fashion Jewelry ★★★ COD 7
0a1e8727 Michael Jones Tamil Nadu Chennai Electronics Power Banks ★★★★ Net Banking 3

Color Code



#6a5acd #fbc2eb #c3c3c3 #1da2d0 #ff5500

Project Summary

This Tableau project analyzes Flipkart’s business performance through five key dashboards: Customer Analysis, Home (Overview), Product Analysis, Region Analysis, and Sales Analysis. The dashboards provide deep insights into customer behavior, product performance, regional sales trends, and overall business growth. By leveraging data visualization, this analysis helps in identifying trends, improving decision-making, and optimizing Flipkart's e-commerce strategies.

Home

Product

Region

Customer

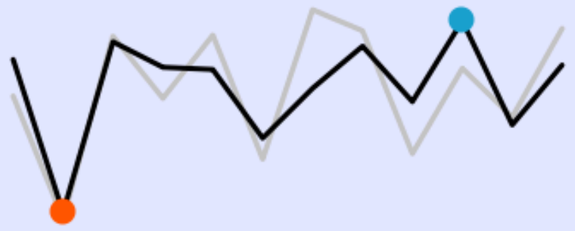
Sales Dashboard | 2024

Maximum Month | Minimum Month

Total Sales
₹ 235M
▲0.76 % vs Py

Total Profit
₹ 106M
▼-0.67 % vs Py

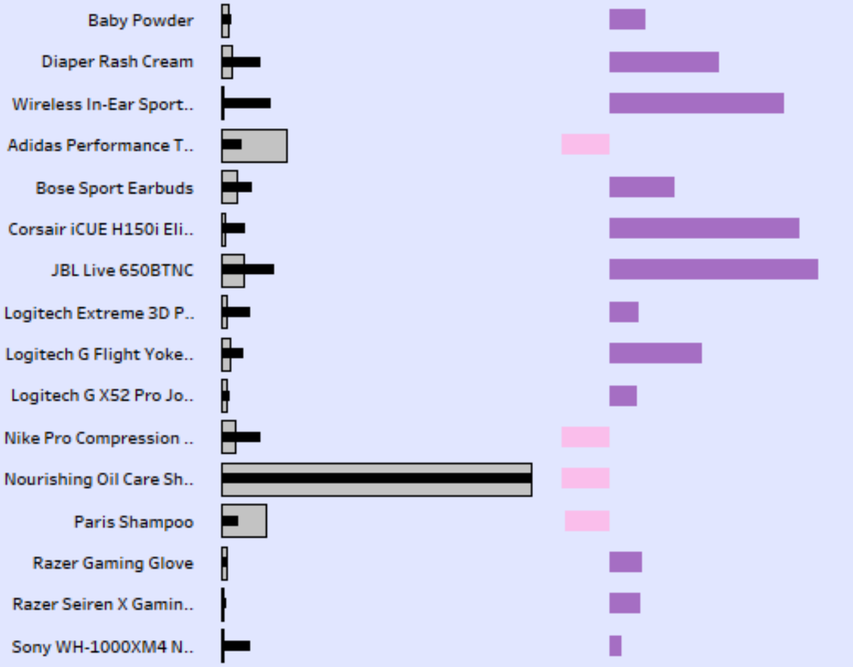
Total Quantity
13.1K
▲0.11 % vs Py



Bottom 25 Product Name by Sales & Profit

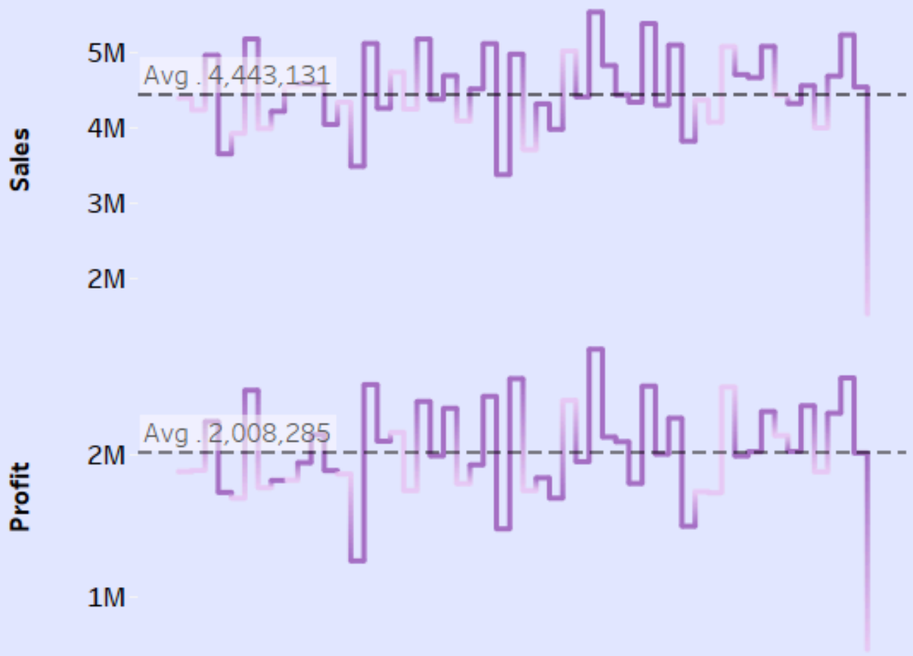
2024 vs Py

2024 Profit Loss



Tends Over Time

Above Below



Home

Sales

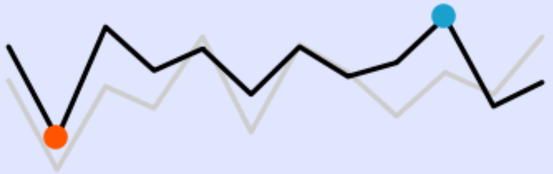
Region

Customer

Product Dashboard | 2024

Maximum Month | Minimum Month

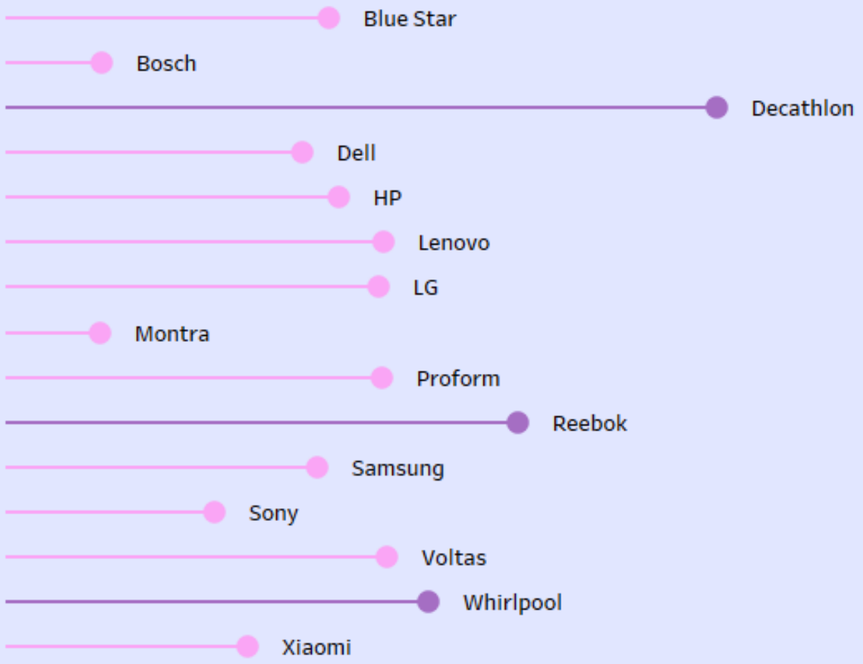
Order Delivered
4.5K
▲2.70 % vs Py

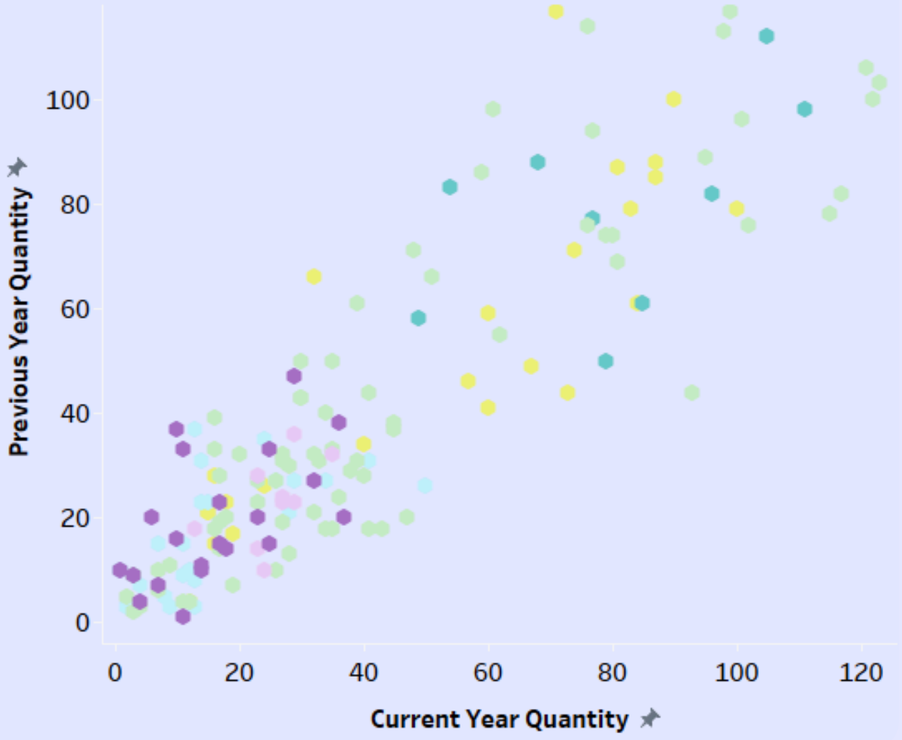


Order Returned
518
▼-4.43 % vs Py

Order Canceled
266
▼-8.90 % vs Py

Top 15 Brands by Profit Maximum Profit | Minimum Profit





Region Dashboard | 2024

Home

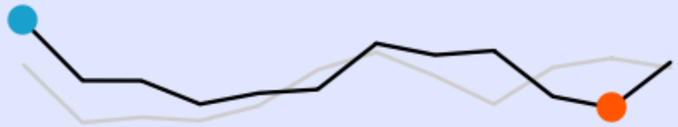
Sales

Product

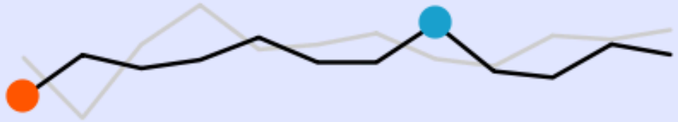
Customer

Maximum Month | Minimum Month

East
₹ 47M | ▼-5.78 % Vs Py

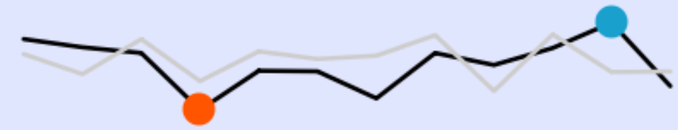


West
₹ 46M | ▼-5.78 % vs Py



Central
₹ 49M | ▲3.80 % vs Py

North
₹ 47M | ▼-2.48 % s Py

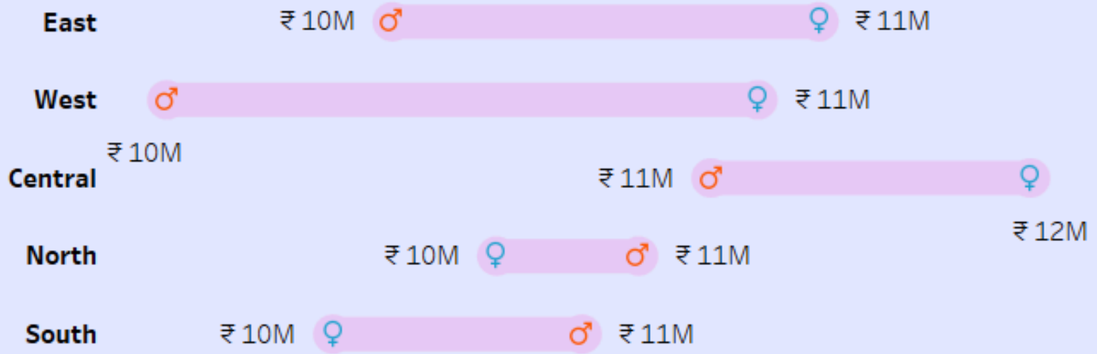


South
₹ 46M | ▲4.03 % vs Py

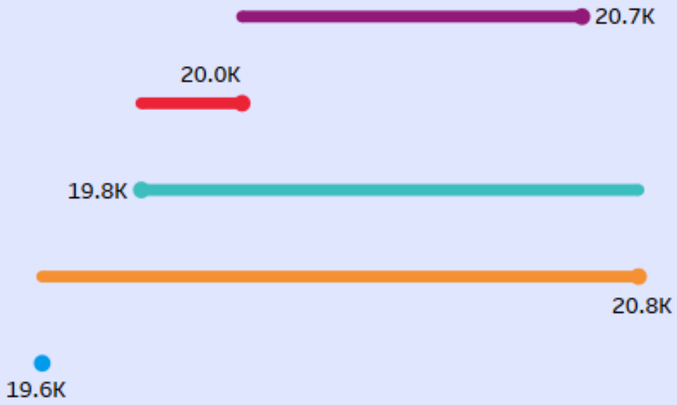
Rating by Customers

52,382	52,382	52,382	10,462	52,382

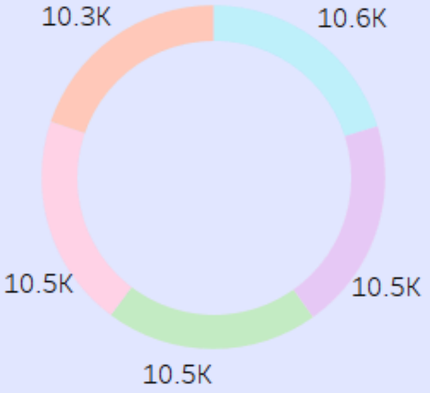
Profit by Gender



Region by Avg Profit



Review by Customers



Home

Sales

Product

Region

Customer Details | 2024

C _ ID	Customer	Location	Category	Sub-Category	Star Rating	Payment Method	LOD Date
0a0b30a9	♀ Ashley Rodriguez	Kerala Kochi	Sports	Gym Full Kit	★	Credit Card	15
0a0dd0e9	♂ Jane Brown	Odisha Bhubaneswar	Home Appliances	Refrigerators	★★★★★	Net Banking	15
0a0e1dab	♀ Emily Martinez	Tamil Nadu Chennai	Electronics	Mobiles	★★★★★	COD	7
0a0ea63b	♂ David Garcia	Rajasthan Jaipur	Home Appliances	Dishwashers	★★★	Net Banking	1
0a0eb82d	♀ Daniel Jones	Goa Goa	Fashion	Jewelry	★★★	UPI	8
0a0ec4bb	♂ David Johnson	Kerala Kochi	Home Appliances	Refrigerators	★★★★★	UPI	7
0a0ecefe	♀ John Johnson	Madhya Pradesh Gwalior	Sports	Gym Full Kit	★★★★★	COD	1
0a0f8264	♀ Emily Johnson	Kerala Kochi	Electronics	Head Phones	★★	Net Banking	4
0a0fbbf4	♀ John Rodriguez	Telangana Hyderabad	Electronics	Laptop	★★	COD	11
0a0ffd44	♂ Emily Johnson	Telangana Hyderabad	Sports	Gym Full Kit	★★★★	COD	3
0a1bb2d8	♀ Daniel Brown	Telangana Hyderabad	Fashion	Jewelry	★★★	COD	7
0a1e8727	♂ Michael Jones	Tamil Nadu Chennai	Electronics	Power Banks	★★★★	Net Banking	3

Dashboard Short Video

Home

Product

Region

Customer

Sales Dashboard | 2024

Maximum Month | Minimum Month

Total Sales
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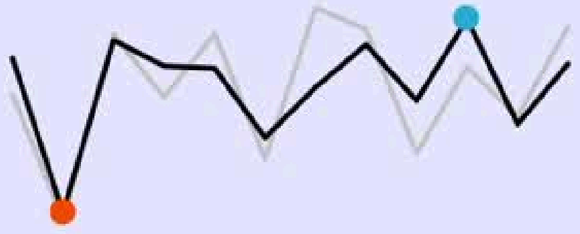
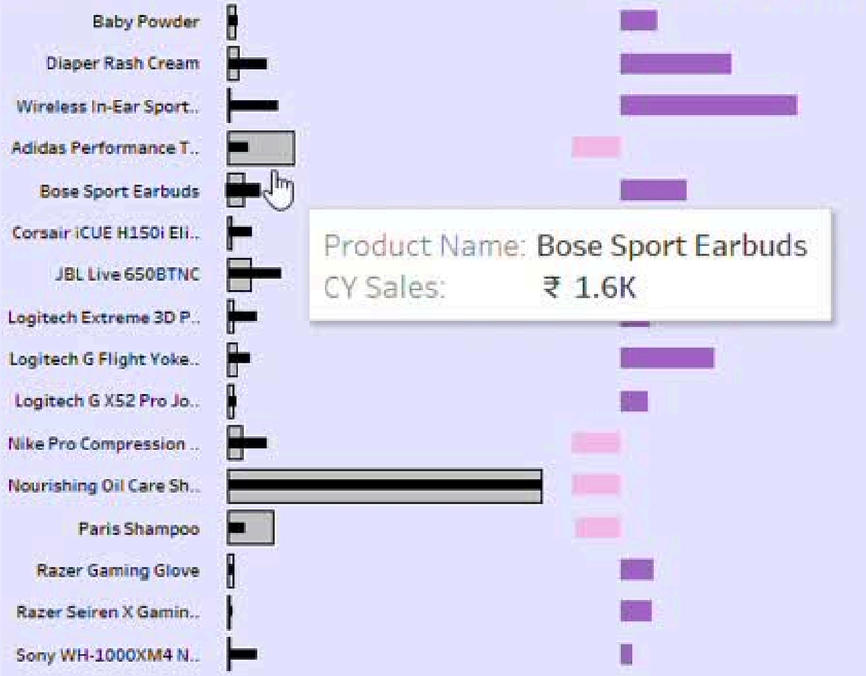


Bottom 25 Product Name by Sales & Profit

2024 vs Py

2024 Profit Loss



Tends Over Time

Above Below