

Online Sales Store – Product Insights Dashboard (2022)

Project Overview

This case study analyzes the 2022 user and product data of Online Sales Store to extract meaningful insights on user behavior, category performance, and channel effectiveness. The objective is to inform product strategy and help drive growth, engagement, and retention through data-driven decisions.

Objectives:

- Identify core user segments and behavior patterns.
 - Discover top-performing products and sales channels.
 - Analyze order trends, drop-offs, and product return patterns.
 - Recommend data-backed actions for product and platform improvement.
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Key Product Questions Answered

- Which demographics contribute most to sales?
- What channels (Amazon, Flipkart, Myntra, etc.) bring the most conversions?
- When are product purchases at their peak?
- What categories have the most engagement?
- Where are users dropping off or requesting refunds?
- How can we target users more effectively?

Key Insights

- Women aged 30–49 drove approximately 65% of total purchases
 - Amazon, Flipkart, and Myntra accounted for ~80% of all revenue
 - Peak sales occurred in February and March
 - Return/refund rate: ~3% — opportunity to reduce product confusion
 - Top 3 regions: Maharashtra, Karnataka, Uttar Pradesh
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Strategic Recommendations

- Focus marketing campaigns on **women aged 30–49** in Tier-1 cities
 - Optimize **product pages** and delivery timelines to reduce return rate
 - Introduce **mid-year sales events** to balance post-March drop-offs
 - Scale underperforming platforms like **Ajio and Meesho** with targeted offers
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Tools & Techniques Used

- **Excel** – Dashboard building, visual analytics
- **Power Query** – Data cleaning and transformation
- **Pivot Charts** – Category insights, channel trends, and KPIs
- **Slicers** – Add interactivity for user-based exploration

Files Included

- Online_Sales_Report_2022.xlsx – Final dashboard
 - Dashboard_Snapshot.png – Visual of the main dashboard
 - /Data/ – Cleaned dataset (anonymized)
 - /Visuals/ – Charts, thumbnails, banner graphics
 - Executive_Summary.md – Written summary of project results
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Learnings & Outcome

This project showcases my ability to apply **Product Analyst thinking**—from identifying user segments to improving platform strategy—using tools like Excel and Power Query. It reflects my approach to turning raw business data into clear, actionable product insights.

Dashboard Highlights & Functionality

◆ 1. Interactive and User-Centric Design

The dashboard was built with usability in mind, using slicers for month, platform, and category to allow stakeholders to explore insights with ease.

◆ 2. Key KPIs Displayed Clearly

High-level metrics such as total revenue, number of orders, top-selling categories, and return rates are summarized for quick executive decision-making.

◆ 3. Visual Storytelling

The dashboard uses clear bar charts, pie charts, and trend lines to help product and marketing teams spot patterns and outliers instantly.

◆ 4. Designed for Stakeholder Use

Whether viewed by a product manager, marketing lead, or analyst, the dashboard presents segmented data by:

- Platform (Amazon, Flipkart, etc.)
- Region (Top 10 states)

- User demographics (Age, Gender)

◆ 5. Dynamic Filtering

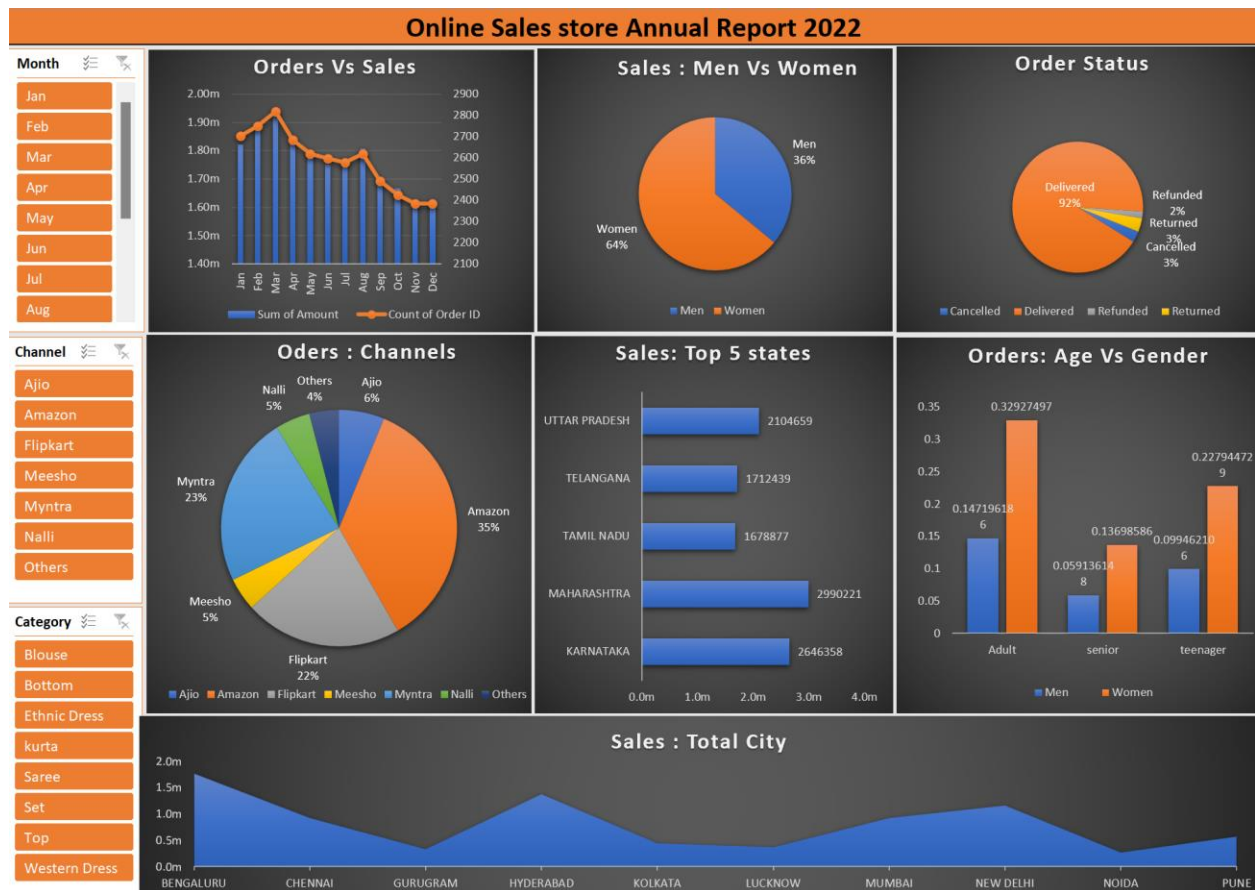
Users can filter the dashboard to:

- See purchase patterns by age/gender
- Compare channel-specific performance
- Identify seasonal peaks and dips

◆ 6. Actionable Visuals

The visuals are not just informative but drive action:

- Identify underperforming channels
- Recommend campaign timing
- Optimize product targeting



✓ Conclusion

This case study provided a comprehensive look at how data from Vrinda Online Store can be leveraged to improve product decision-making. By analyzing user demographics, channel performance, and seasonal trends, I identified key areas for growth and optimization. These insights can directly support product managers, marketers, and customer success teams in making data-informed choices that enhance customer experience, reduce drop-offs, and drive revenue.

As an aspiring **Product Analyst**, this project demonstrates my ability to:

- Translate business questions into data analysis
- Create actionable strategies from raw sales and behavior data
- Build impactful dashboards that communicate insights clearly

I look forward to applying these skills in a real-world product team to help build better digital experiences.