

Online Sales Store – Executive Summary (Annual Report 2022)

Overview

This project presents a comprehensive **annual performance report for an online retail store (2022)**, created using **advanced Microsoft Excel dashboarding** techniques. It includes visual insights into sales, customer demographics, order channels, and geographic breakdowns — crafted for business executives and stakeholders to make informed decisions.

 **Objectives:** Online Sales store wants to create an annual sales report for 2022. So that, Online Sales Store can understand their customers and grow more sales in 2023.

- Identify monthly sales and order trends.
 - Visualize customer demographics (gender and age).
 - Analyze performance by online sales channels.
 - Examine sales contributions by top states and cities.
 - Evaluate order statuses (delivered, returned, refunded, canceled).
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Key Insights

Orders vs Sales (Monthly Trend)

- Highest revenue observed in **February and March**
- **Gradual decline** post-July indicates a need for targeted promotions in Q3 and Q4

Sales: Gender Distribution

- **Women account for 64%** of total sales — presenting a huge market opportunity for personalized targeting

Order Status

- **92% orders delivered**, showcasing excellent logistics and customer satisfaction
- **Low returns (3%), cancellations (3%), and refunds (2%)**

Orders by Channel

- **Amazon leads with 35%**, followed by **Myntra (23%)** and **Flipkart (22%)**
- Opportunity to improve performance on platforms like Ajio, Meesho, and Nalli

Sales by State

- Top-performing states:
Maharashtra ₹29.9L, Karnataka ₹26.4L, Uttar Pradesh ₹21L

Orders by Age & Gender

- Adult women dominate purchases
- Teenagers and seniors offer untapped potential for engagement

City-Level Sales

- **Bengaluru** is the highest revenue-generating city, followed by **Mumbai, New Delhi, and Hyderabad**
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Tools & Technologies Used

Primary Tools

- **Microsoft Excel** (Core Dashboard)
 - Pivot Tables & Pivot Charts
 - Slicers for filtering (Month, Channel, Category)
 - Dynamic Charts: Line, Pie, Bar, and Column
 - Custom formatting for dashboard aesthetics

Data Analytics Stack

- **Power Query** (Data transformation & cleaning)
- **Excel Formulas & Functions** (Data preparation)
- **Data Validation** (Dropdowns, interactivity)
- **Named Ranges & Table Formatting** (Structure & references)

Visualization Techniques

- Multi-chart layout for executive presentation
 - Interactive controls (filters/slicers)
 - Conditional formatting and color consistency
 - Responsive dashboard layout for reporting
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Online-Sales-Dashboard-2022:

-  Executive_Summary.md
 -  Online_Sales_Report_2022.xlsx
 -  Dashboard_Snapshot.png
 -  Data/
 - raw_sales_data_2022.csv
 -  Visuals/
 - Charts, Thumbnails, Banner Assets
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Business Questions Answered

This **Online Sales Store Dashboard** was developed to uncover insights from the 2022 sales data. The dashboard was designed to answer critical business questions and support data-driven decision-making. Below are the key analytical questions that were explored:

1. Sales & Order Volume Trends

→ Compared total sales and number of orders over time using a combined line and bar chart to observe seasonal patterns and monthly performance.

2. Peak Sales Month

→ Identified the month with the highest sales and order volume to help in forecasting and inventory planning for the next year.

3. Customer Demographics – Gender Insights

→ Analyzed purchase behavior between men and women to understand which demographic contributed more to total sales in 2022.

4. Order Status Breakdown

→ Categorized orders into Delivered, Returned, Refunded, and Cancelled to evaluate fulfillment performance and customer satisfaction.

5. Top Performing States

→ Highlighted the top 5 revenue-generating states to assist in regional marketing strategies and logistics planning.

6. Age and Gender Dynamics

→ Examined the relationship between customer age groups and gender to detect preferences and tailor targeted campaigns.

7. Channel Performance Analysis

→ Compared performance across online sales channels (Amazon, Flipkart, Myntra, etc.) to identify the most profitable platforms.

8. Best-Selling Product Category

→ Evaluated sales by category (e.g., Saree, Kurta, Western Dress) to understand product preferences and inform inventory management.

 This dashboard provides a holistic view of online sales performance and helps stakeholders make strategic decisions for future growth.

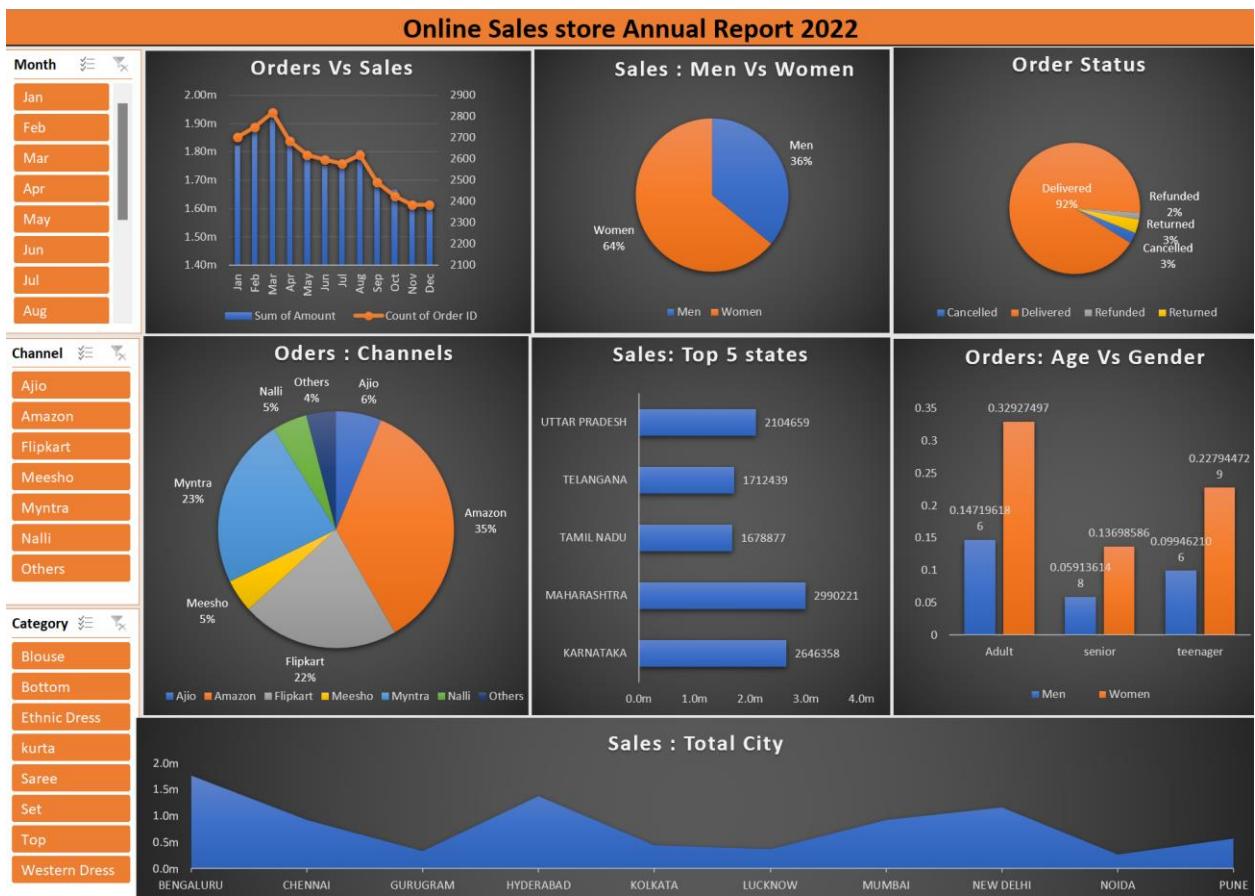
Insights Summary

- **Consumer Demographics:** Female customers account for a significantly higher share of purchases, contributing approximately 65% of the total sales volume compared to their male counterparts.
- **Geographic Performance:** The states of Maharashtra, Karnataka, and Uttar Pradesh emerged as the top three revenue-generating regions, jointly contributing around 35% of overall sales.

- Age Group Contribution:** The adult age group (30–49 years) demonstrated the highest purchasing behavior, representing close to 50% of all orders placed.
- Sales Channels:** The platforms Amazon, Flipkart, and Myntra were the dominant sales channels, collectively driving approximately 80% of total transactions.

✓ Strategic Recommendation

To enhance future sales performance, it is recommended that Vrinda Store strategically target **female consumers within the 30–49 age bracket residing in Maharashtra, Karnataka, and Uttar Pradesh**. Focused marketing campaigns such as personalized ads, exclusive offers, and discount coupons should be deployed across high-performing platforms including **Amazon, Flipkart, and Myntra**, which exhibit strong engagement and conversion potential within this demographic segment.



Conclusion

This project is a perfect demonstration of **business intelligence and data visualization skills** using Excel and related tools. Target **women customers aged 30–49 years** living in **Maharashtra, Karnataka, and Uttar Pradesh** by promoting **ads, offers, and coupons** through **Amazon, Flipkart, and Myntra** to drive higher engagement and sales growth. It delivers executive-ready insights and highlights strong proficiency in turning raw data into action-driven stories.