Snapdeal Sales Performance Analysis Using Power BI

Project Overview

This project analyzes **Snapdeal's sales performance** using Power BI. The dashboard provides insights into **revenue, sales trends, order priorities, shipment modes, regional sales performance, and product-category-wise sales breakdown.** The goal is to help stakeholders make data-driven decisions to improve profitability, optimize discounts, and enhance supply chain efficiency.

Key Objectives

- **Understand** overall sales trends and revenue generation.

- **Analyze** category and subcategory contributions to sales.

- **Evaluate** discount impact on profitability.

- **Assess** order priority and shipping mode efficiency.

- **Identify** top-performing products and underperforming regions.

- **Provide** actionable business recommendations.

Snapdeal Yearly Analysis

| 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |

Sum of Sales by Region

Sales Projection
₹ 12.66M

Revenue Generated
₹ 3.76M

Quantity Sold
27K

Serviceable Pincodes
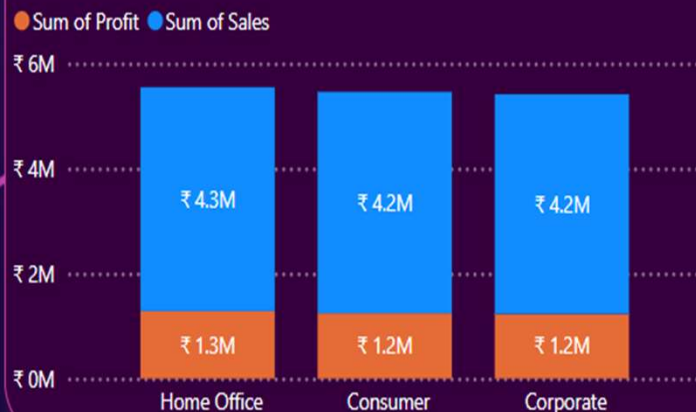4855

Profit by Order Priority & Ship Mode

Order Priority

- Low: Express ₹ 40K | Standard ₹ 47K
- High: Express ₹ 43K | Standard ₹ 44K
- Medium: Express ₹ 42K | Standard ₹ 44K
- Critical: Express ₹ 40K | Standard ₹ 36K

₹ 0K — ₹ 50K — ₹ 100K

Sales by Category

- 33.92% Technology
- 33.76% Office Supplies
- 32.32% Furniture
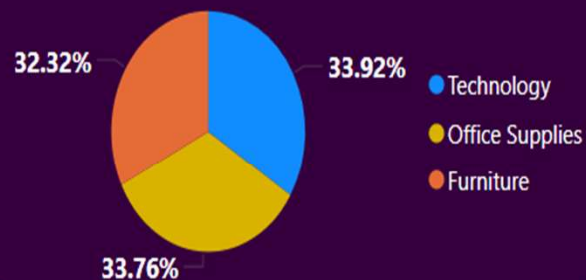
Quarterly Sales Trend Over Time

Total Sales

- ₹ 100K
- ₹ 96K (Qtr 1)
- ₹ 92K (Qtr 2)
- ₹ 60K (Qtr 3)
- ₹ 99K (Qtr 4)
- ₹ 80K
- ₹ 60K

Sales & Profit by Segment

- Sum of Profit
- Sum of Sales

	Home Office	Consumer	Corporate
Sum of Sales	₹ 4.3M	₹ 4.2M	₹ 4.2M
Sum of Profit	₹ 1.3M	₹ 1.2M	₹ 1.2M

₹ 6M / ₹ 4M / ₹ 2M / ₹ 0M

Sales Channel

- ₹ 6.30M (49.76%) Offline
- ₹ 6.36M (50.24%) Online

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Profit by State

₹ 80,787.33   oklahoma ▲ ₹ 80,365.54   Tennessee

Total Orders
5000

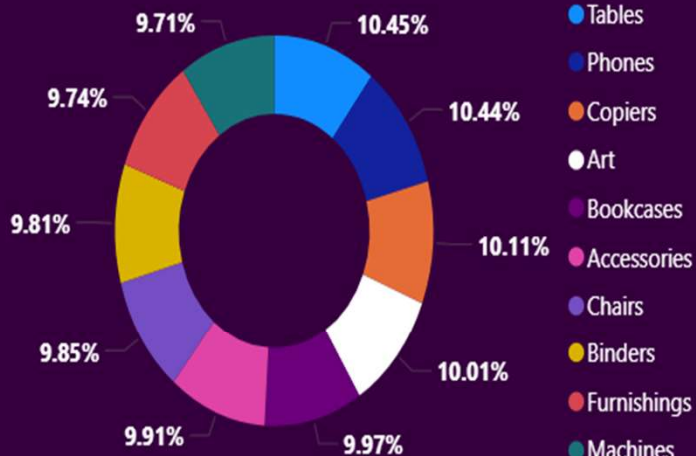**Average Discount Given**
₹ 0.15

Yearly Analysis
- ☐ **2020**
- ☐ **2021**
- ☐ **2022**
- ☐ **2023**
- ☐ **2024**
- ☐ **2025**

Sales by Subcategory

- 10.45%
- 10.44%
- 10.11%
- 10.01%
- 9.97%
- 9.91%
- 9.85%
- 9.81%
- 9.74%
- 9.71%

- ● Tables
- ● Phones
- ● Copiers
- ● Art
- ● Bookcases
- ● Accessories
- ● Chairs
- ● Binders
- ● Furnishings
- ● Machines

Quarterly Sales by City

0 — 100,000 — 200,000 — 300,000

- San Diego
- New York
- San Jose
- Houston
- Los Angeles
- Dallas
- San Antonio
- Philadelphia
- Chicago
- Phoenix

0

Quarterly Sales Breakdown by Region

● East ● North ● South ● West

Qtr 1, Qtr 2, Qtr 3, Qtr 4

₹ 0M — ₹ 1M — ₹ 2M — ₹ 3M

Top 10 Products by Sales

₹ 40K
₹ 30K
₹ 20K
₹ 10K
₹ 0K

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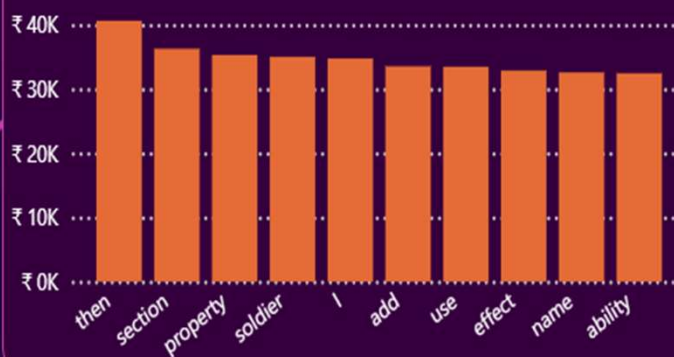
Quarterly Profit Trends Over Time

₹ 950K
₹ 900K

Qtr 1   Qtr 2   Qtr 3   Qtr 4

Activate

snapdeal
"Har ghar ki Deal, Snapdeal!"
Brand Guideline | Manas Surve_CD_G

Dashboard Features & Insights

1. Sales Performance Overview

- **Total Sales Projection:** ₹12.66M

- **Revenue Generated:** ₹3.76M

- **Total Quantity Sold:** 27K units

- **Serviceable Pincodes:** 4855

2. Sales Trend Over Time

- **Quarterly Sales Analysis:** Sales dipped in Q2 but recovered in Q4.

3. Category & Subcategory Breakdown

- **Technology (33.92%), Office Supplies (32.32%), and Furniture (33.76%)** are the primary revenue contributors.

- **Subcategories like Tables, Phones, and Copiers contribute nearly equally (9-10%)**.

4. Order Priority & Ship Mode Efficiency

- **Critical orders with Standard Shipping have lower profit margins.**

- **High-priority orders with Express shipping generate better profits.**
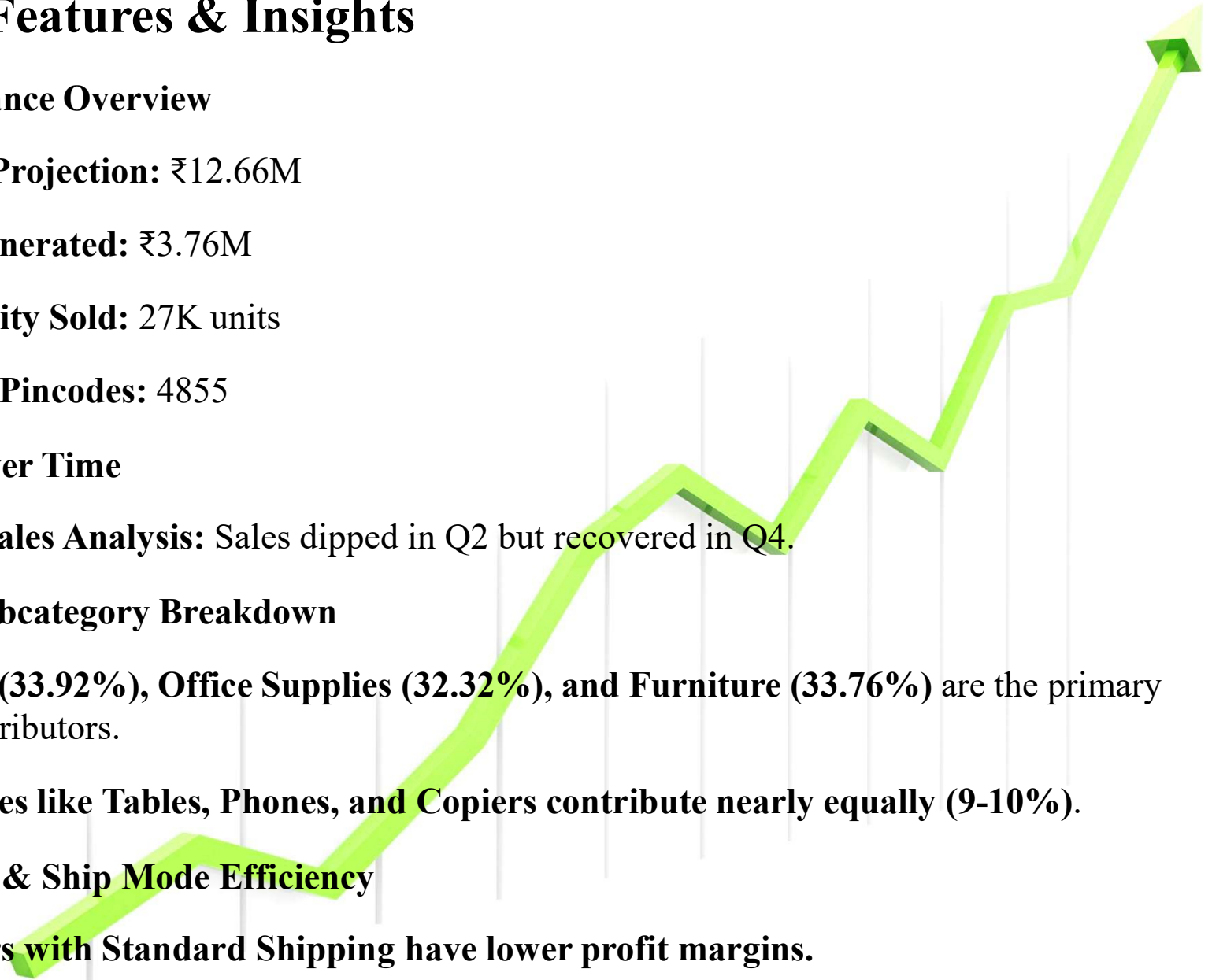
5. Regional Sales Performance

- **Sales distribution across different regions is visualized on a geo-map.**

- **Top-selling regions contribute significantly, but some areas underperform.**

6. Discount Impact on Profitability

- **Average discount given:** ₹0.15 per order.

- **Need further analysis on whether higher discounts are reducing overall profitability.**
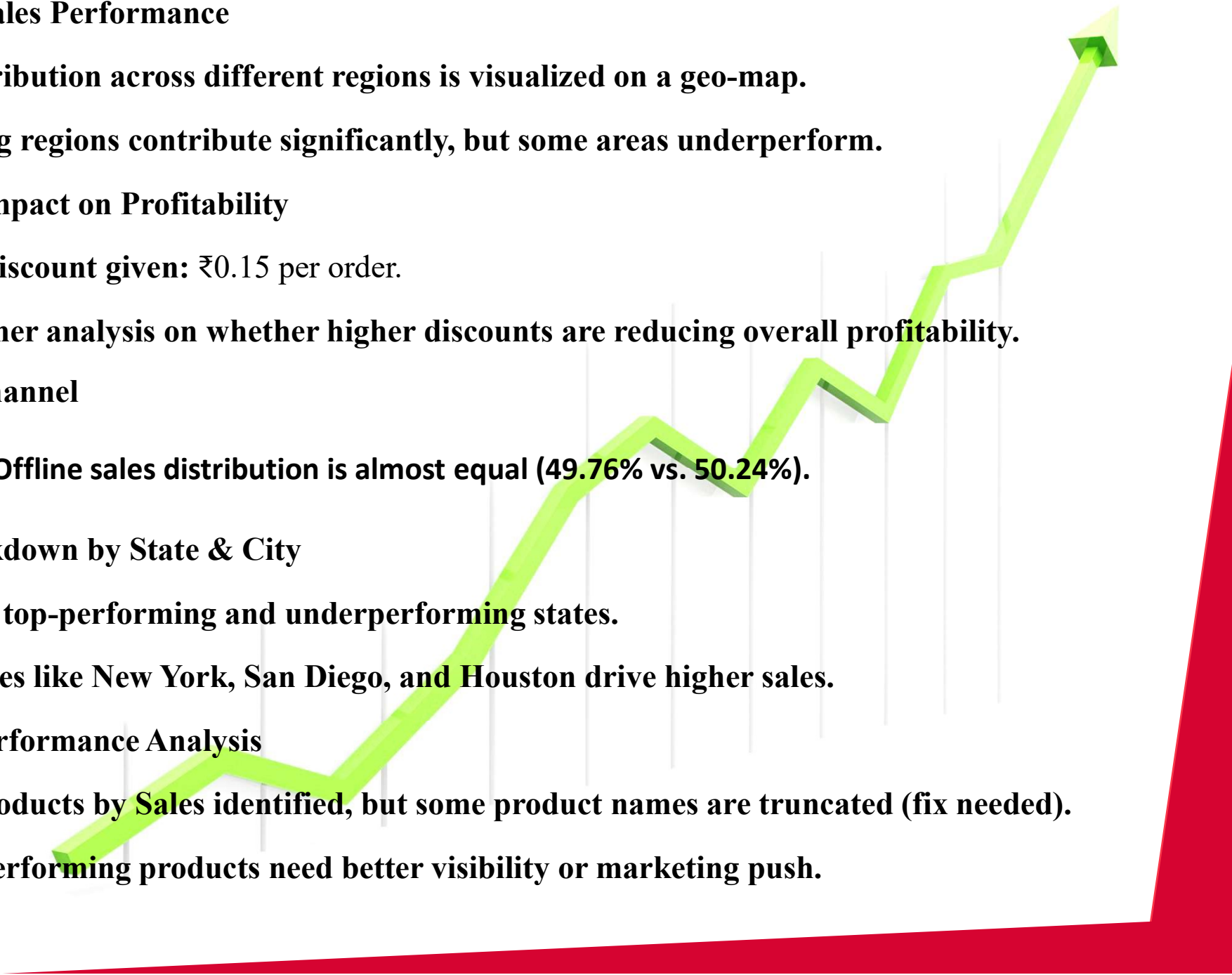
7. Sales by Channel

- **Online vs. Offline sales distribution is almost equal (49.76% vs. 50.24%).**

8. Sales Breakdown by State & City

- **Identified top-performing and underperforming states.**

- **Major cities like New York, San Diego, and Houston drive higher sales.**

9. Product Performance Analysis

- **Top 10 Products by Sales identified, but some product names are truncated (fix needed).**

- **Bottom-performing products need better visibility or marketing push.**

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