

Sales Analysis Project

This sales analysis dashboard provides a comprehensive view of the business performance, offering actionable insights into sales trends, customer behavior, and revenue distribution. Using Excel's pivot tables, charts, and slicers, the data has been visualized in an interactive format for better decision-making.

Key Metrics Overview

- **Total Orders:** 180
- **Total Revenue:** ₹3,520,984
- **Average Order to Delivery Time:** 5.78 days
- **Average Customer Spend:** ₹3,192.68

Revenue Insights

1. By Occasion:

- *Top-Performing Occasion:* Anniversary, generating the highest revenue of over ₹200,000.
- Other strong occasions include Raksha Bandhan and Holi, while Diwali and Valentine's Day show lower sales volumes comparatively.

2. By Category:

- *Best-Selling Category:* Colors, contributing nearly ₹1.1M in revenue.
- Soft Toys and Sweets also perform strongly, while Mugs and Plants have the least contribution.

3. By Time of Order:

- Peak revenue hours are around 6 AM, 11 AM, and 6 PM–8 PM, suggesting key windows for marketing campaigns.

4. By Gender:

- Female customers contribute slightly more revenue than males in most occasions, especially in Anniversary and Raksha Bandhan sales.

Order Trends

- **Monthly Orders:**
 - Highest order volume occurs in *February* (14%) and *March* (24%), possibly linked to seasonal or festival demand.
 - Steady order distribution across other months with no extreme dips.
- **Top Cities by Orders:**
 - Dhanbad leads with the most orders, followed by Kavali and Imphal.
 - Smaller but significant contributions come from Bhagalpur, Bilaspur, and Bhavnagar.

Key Observations & Recommendations

1. **Seasonal Focus:** Concentrate marketing and stock availability in February and March to maximize seasonal peaks.
2. **Category Growth:** Increase promotional efforts for low-performing categories like Mugs and Plants.
3. **Targeted Campaigns:**
 - Promote offers in the 6 AM, 11 AM, and 6–8 PM time slots.
 - Gender-specific campaigns, especially for high-performing occasions like Raksha Bandhan and Anniversaries.
4. **Regional Strategy:** Boost marketing in top-performing cities like Dhanbad and Kavali, while introducing awareness campaigns in lower-performing cities.