URBAN CART SALES ANALYTICS

OBJECTIVE:

The purpose of the Urban Cart Sales Dashboard is to provide a comprehensive and interactive visual representation of the company's sales performance. It aims to Track Key Performance Metrics such as such as total profit and average order value, Analyze Regional Performance, Understand Customer Payment Preferences, Evaluate Product Category Performance and Monitor Recent Sales Activity to identify sale trends, optimize operations, and drive business growth through data-driven insights.

Key Highlights and Insights:

- The profit trends show fluctuations throughout the year, with notable peaks in July, September, and November. There are also periods of low or negative profit, particularly in January and April. The total profit is **37K.**
- The states contributing the most to profit are Uttar Pradesh (3.4K), Tamil Nadu (2.6K), and West Bengal (2.1K) while Sikkim shows a modest profit (0.4K), while Rajasthan reports a negative profit (-0.3K).
- The most frequently used payment method is Cash on Delivery (COD), with 672 transactions.
- Clothing appears to be the dominant category, followed by Electronics and Furniture.
- The orders span from December 19, 2018, to December 30, 2018, indicating recent customer activity. The sum of average order value is **121K.**

RECOMMENDATIONS:

- Focus on Uttar Pradesh, Tamil Nadu, and West Bengal for future marketing efforts as they are generating significant profit and investigate the reasons behind the low performance in states like Rajasthan.
- Since COD is highly popular, consider expanding this option to more regions to attract more customers.
- While Clothing is the leading category, ensure diversification and growth in Furniture and Electronics to balance profit sources.
- Capitalize on months with high profit by planning ahead for seasonal promotions and ensuring adequate stock and staffing during these periods.

Overall, the dashboard indicates healthy profit margins with specific areas showing potential for growth and optimization.

Skills and Tools:

- Utilized advanced Power BI features such as Power Query, DAX Queries, Data Modeling, Dynamic Charts and Slicers etc.
- Enhanced my data visualization skills to create clear and impactful charts, graphs and Dashboards.