Sales Insights Dashboard Project

# 📌 Introduction

This project is a comprehensive end-to-end analysis of sales data utilizing SQL, Excel, and Power BI. The aim is to transform raw data into actionable insights that help in identifying business opportunities, tracking performance, and supporting data-driven decisions.

# 📂 Project Components

1. Sales\_Project.sql – Contains SQL queries to derive business insights.

2. Sales Insights dashboard.pbix – Power BI file for data visualization.

3. sales\_data\_for\_case\_study.xlsx – Raw dataset for analysis.

# 🔍 Key Business Questions Addressed

• Total number of orders, customers, and products.

• Top-selling and underperforming products.

• Monthly and yearly revenue analysis.

• State-wise and gender-wise spending analysis.

• Customer acquisition and retention patterns.

• Customer lifetime value and churn prediction.

• Average shipping time.

# 🛠 Tools & Technologies

• SQL – Data transformation and aggregation.

• Excel – Preprocessing and data handling.

• Power BI – Visual storytelling and dashboarding.

# 📊 Dashboard Overview

The Power BI dashboard is designed with interactivity and clarity in mind. It includes:  
- KPIs for revenue, profit, and order metrics  
- Product and customer segment breakdowns  
- Monthly trends for revenue and customer types  
- Top states and genders contributing to sales  
- Customer churn heatmaps and LTV rankings

# 💡 Suggested Enhancements

**1. Focus on High-Performing Products**

* The top 5 products contribute a large portion of total sales volume.
* **Action:** Allocate more marketing budget and inventory to these products to maximize ROI.

**2. Optimize Underperforming Products**

* Several products have very low sales despite being ordered in large batches.
* **Action:** Reevaluate these items — consider bundling, offering discounts, or phasing them out.

**3. State-Wise Sales Strategy**

* Only a few states generate the majority of revenue.
* **Action:** Target untapped states with localized campaigns or improve logistics coverage to increase regional penetration.

**4. Enhance Customer Retention**

* A significant number of customers appear to be one-time buyers.
* **Action:** Implement loyalty programs, personalized offers, and post-purchase follow-ups to encourage repeat purchases.

**5. Improve Shipping Efficiency**

* Average shipping time could be optimized further.
* **Action:** Analyze the supply chain to reduce delays and partner with more efficient logistics providers.

**6. Leverage Gender-Based Insights**

* Gender-wise spending shows behavioral patterns.
* **Action:** Design product bundles, offers, or campaigns targeting each gender specifically.

**7. Combat Churn with Engagement**

* Churn analysis identifies customers who haven’t returned in 90+ days.
* **Action:** Launch re-engagement campaigns (e.g., emails with special deals) based on last purchase date.

**8. Upsell to High LTV Customers**

* The top 10 customers by lifetime value present major business potential.
* **Action:** Offer them early access to new products, premium services, or exclusive deals to increase retention and loyalty.

**9. Forecast & Plan with Revenue Trends**

* Revenue trends reveal seasonal spikes and drops.
* **Action:** Plan inventory, staffing, and marketing campaigns around peak months to capitalize on demand.

✅ Conclusion

This project illustrates how structured data analysis combined with intuitive dashboarding can empower organizations to monitor performance, predict future trends, and strategize effectively.

# 📫 Contact

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