

# ELECTROHUB SALES DATA ANALYSIS



# Executive Summary

This report presents a comprehensive Power BI dashboard designed to analyze the sales performance of ElectroHub, using data-driven visual insights.

The dashboard allows stakeholders to track key sales metrics, identify top-performing products, and make data-backed strategic decisions.

The analysis covers sales, profit, and quantity trends, along with promotional performance, city-level contributions, and product-wise breakdowns.

# Overall Performance

- **Total Number of Orders:** 3,510
- **Sales Trend:** Sales peaked in 2023 (12M) but showed a declining trend in 2024 (6M).
- **Profit vs Sales:** A consistent positive correlation observed between Profit and Net Sales, indicating effective cost control and margin stability.

Opportunities

# Geographic and Promotional Insights



- **Sales by City:**
  - Major contributions from metro cities like Mumbai, Delhi, Hyderabad, and Bengaluru.
  - Visual map view provides quick insights into high-performing locations.
- **Average Discount by Promotion:**
  - Highest discounts offered on Weekend Flash Sale and Clearance Sale, which also contributed significantly to order volumes.
  - Promotions like New Year Special and Summer Sale had moderate discount levels.

# Product Performance Analysis

- **Top 5 Products by:**
  - **Sales:** Apple iPhone 14 Pro Max led with 2.5M, followed by other premium gadgets.
  - **Quantity Sold:** Royal Enfield Helmet and Basic Wired Earphones were high in volume sales, indicating mass appeal.
  - **Profit:** Apple iPhone 14 Pro Max and Sony Bravia LED TV generated the highest profit margins.
- **Bottom 5 Products by:**
  - Sales and quantity were lowest for items like Copper Bottle Set, Mi Wired Earphones, and Taproom Launch Offer, highlighting areas to reconsider in inventory or marketing.

# Comparative Analysis

## (Time-Based Filters)

- Users can compare Sales, Profit, and Quantity between any two custom date ranges using slicers.
- As of the full period (2020–2024):
  - Total Sales: 12M
  - Total Profit: 3.2M
  - Total Quantity Sold: 13.6K

This interactive comparison supports historical performance reviews and decision-making based on seasonal or campaign effectiveness.



# Data Table Insights

- The detailed table includes columns such as:
  - Date, Customer ID, Product, Promotion, Total Discount, Price, Quantity, and Revenue.
- Enables deep dives into specific transactions, customer behaviors, and pricing effectiveness.

# CONCLUSION AND RECOMMENDATIONS

Focus more on high-margin products like iPhones and Smart TVs for premium revenue generation.

Reevaluate underperforming products and promotions to reduce inventory cost and improve ROI.

Leverage successful promotions like Weekend Flash Sales more often to boost short-term sales.

Target marketing and inventory for top-performing cities.

Analyze the 2024 sales decline to identify market or operational gaps.



# Thank You

## Contact Me



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