



# Lucent E-Commerce Sales Summary

**POWER BI ANALYSIS – KEY METRICS & INSIGHTS**

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# Dashboard Overview

- ▶ Objective: Overview of Lucent's e-commerce performance
- ▶ Key Metrics Tracked:
  - ▶ • Total Amount: ₹438K
  - ▶ • Total Quantity Sold: 5,615
  - ▶ • Total Profit: ₹37K
  - ▶ • Average Order Value (AOV): ₹121K

# Sales Dashboard using Power BI



# Sales & Profit Trends

- ▶ Profit by Month:
  - ▶ • Highest: August and December
  - ▶ • Lowest: February and March (losses)
- ▶ Quarterly Trend:
  - ▶ • Q3 & Q4 had stronger profit performance
  - ▶ • Promotions likely drove year-end boost

# Category & Sub-Category Insights

- ▶ Quantity by Category:
  - ▶ • Clothing: 63%, Furniture: 21%, Electronics: 17%
- ▶ Profit by Sub-Category:
  - ▶ • Top: Printers, Accessories, Saree
  - ▶ • Low/Negative: Bookcases, Tables

# Customer & Regional Performance

- ▶ Top States by Revenue:
  - ▶ • Maharashtra, Madhya Pradesh, Uttar Pradesh
- ▶ Top Customers by Spend:
  - ▶ • Harivansh, Madhav, Madan Mohan

# Payment Mode Analysis

- ▶ Most Used Payment Modes:
  - ▶ • COD: 44%, UPI: 21%
  - ▶ • Debit/Credit Cards & EMI: 35% combined
- ▶ Insight: COD is dominant – digital mode promotion opportunity

# Key Takeaways & Recommendations

- ▶ Key Findings:
  - ▶ • Clothing leads in volume; COD dominates payments
  - ▶ • Bookcases are underperforming; Printers & Accessories are top profit makers
- ▶ Recommendations:
  - ▶ • Promote digital payments with incentives
  - ▶ • Review underperforming sub-categories
  - ▶ • Focus on top states and key customers for campaigns