



# E-COMMERCE SALES ANALYSIS DASHBOARD

CLIENT : VAMOS FINDS

## OBJECTIVE:

The objective of this project is to create a comprehensive sales analysis dashboard in Excel to gain insights into e-commerce sales performance. The dashboard should allow stakeholders to track key metrics, identify trends, and make data-driven decisions to optimize sales strategies and improve business performance.

## REQUIREMENTS:

- ➡ What is the total revenue and profit generated this year from clothing sales? Additionally, how many orders were received, and what was the total quantity of items sold?
- ➡ Which month recorded the highest total sales revenue and the highest number of orders?
- ➡ Identify clothing items with the highest sales revenue or quantity sold to focus on popular products?
- ➡ Determine the states with the highest sales revenue or number of orders?
- ➡ What is the profit margin for clothing sales?
- ➡ Analyze sales data to determine the gender distribution of customers and their respective purchasing behavior?
- ➡ Analyze the age demographics of customers and their purchasing behavior segmented by gender?
- ➡ Which sales channel is contributing the most to overall revenue?

### Insights:

- ➡ September recorded the highest sales revenue of ₹ 79,759 indicating strong performance during that period. However, November had significantly lower sales, suggesting potential areas for improvement in marketing or product offerings during that month.
- ➡ T-shirts are the most popular clothing item, suggesting their widespread appeal and potential for further marketing efforts. Promotions such as "Buy One, Get One Free" and "Flash Sales" have been most effective in driving clothing sales, resulting in a noticeable increase in sales volume during promotion periods.
- ➡ Tamil Nadu and Rajasthan lead in sales revenue, emphasizing the importance of regional targeting and understanding local preferences in driving sales.
- ➡ There's a gender imbalance in customer demographics, with females being the majority.
- ➡ While the majority of customers fall within the 25-30 age group, it's essential to explore the preferences and behaviors of middle-aged and older adults for potential growth opportunities.
- ➡ Myntra's dominance as the top sales channel underscores the significance of online platforms in reaching and engaging customers effectively, suggesting continued investment in digital marketing and e-commerce strategies.

### Conclusions:

In conclusion, the provided insights highlight the business's strong profitability, successful sales performance in certain months and regions, and the importance of understanding and catering to gender-specific purchasing behaviors. Continued focus on efficient cost management, targeted marketing strategies, and product assortment optimization can further drive growth and success in the competitive clothing market.

### Time savings:

Cleansed and preprocessed the data using Power Query to prepare for analysis and gain insights on sales performance, resulting reduces manual data manipulation time by 30% enabling faster analysis and decisionmaking.

40% reduction in the time required to interpret and communicate insights to stakeholders .