E-Commerce Sales Dashboard Report

1. Project Overview

This project analyses e-commerce sales data to monitor business performance, customer behaviour, and operational efficiency.
The dashboard was developed in Microsoft Excel using Pivot Tables, Slicers, and Data Visualisation techniques.

The objective was to provide management with actionable insights into:

- Sales trends

- Customer purchasing behaviour

- Product popularity

- Shipping performance

- Customer satisfaction

- Geographic distribution

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2. Key KPIs

- Total Orders: 2,400

- Total Quantity Sold: 11,997

- Total Revenue: $649,000

- Average Rating: 4.0

- Average Delivery Time: 2.3 Days

These KPIs provide a quick executive summary of business performance.

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3. Sales Trends Analysis

The "Last 13 Week Trends" chart shows:

- Fluctuations in order quantity and revenue

- Peak sales observed around weeks 6–10

- Revenue and quantity show strong positive correlation

Business Insight:
Seasonal demand patterns exist and marketing campaigns during peak weeks may have influenced growth.

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4. Customer Buying Behaviour

The "How many they buy?" chart shows:

- Most customers purchase 2–3 items
- Fewer customers buy 6+ items

Insight:
Opportunity to increase Average Order Value using bundle promotions.

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5. Channel Preference (Order Mode)

Customers prefer:

- App (highest usage)
- Website
- Target.com

Insight:
Mobile-first strategy is effective. Investment in app experience is justified.

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6. Product Popularity by Gender

- Female customers contribute 52% of purchases
- Male customers contribute 39%
- T-Shirts and Jeans are most popular

Insight:
Female segment drives majority revenue — targeted campaigns could increase profitability further.

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7. Geographic Analysis

California shows the highest order volume.

Insight:
Regional marketing optimisation could improve underperforming states.

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8. Shipping Performance

Most orders are delivered within 1–3 days.

Insight:
Efficient logistics system contributes to strong customer satisfaction ratings.

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9. Customer Satisfaction

Ratings are mostly 4 and 5 stars.

Insight:
High customer satisfaction correlates with fast shipping times.

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10. Tools & Skills Used

- Microsoft Excel
- Pivot Tables
- Slicers
- Conditional Formatting
- Data Cleaning
- Data Visualisation
- KPI Reporting