E - Commerce Sales Analysis Report

Power Bi Project

An interactive Power BI dashboard has been developed to display the key metrics influencing e-commerce sales. The dashboard features dynamic filters and slicers, enabling viewers to adjust and explore data according to their individual perspectives.

Key findings from the dataset:
1. Cash on Delivery Usage: 45.6% of sales were completed using cash on delivery as the payment method.
2. Top Sub-Category Sales: At the sub-category level, sarees accounted for the highest sales position at 14%, followed by handkerchiefs at 13.1%, and stoles at 12.8%.
3. Clothing Category Contribution: The clothing category generated the largest share of sales, contributing 63.2% overall.
4. State-Wise Profitability: Madhya Pradesh, followed by Maharashtra, demonstrated the highest contributions in terms of profit gained, amount spent, and quantity sold.
5. Low Spending Regions: Sikkim and Tamil Nadu recorded the lowest user spending.
6. Loss Regions: Sales activities in Andhra Pradesh and Rajasthan resulted in financial losses.
7. City-Wise Sales in Madhya Pradesh: Indore outperformed Bhopal, registering the highest sales and profit in Madhya Pradesh.
8. Quarterly Sales Patterns: Sales were consistently highest in the first quarter, accounting for 35.8% of total sales, while the third quarter exhibited the lowest contribution at 17.8%.
9. Quarterly Losses: The third quarter also experienced some financial loss.

Conclusion:
In conclusion, the analysis of the e-commerce sales dataset reveals significant insights into payment preferences, product performance, and regional sales dynamics. Cash on delivery remains the dominant payment method, highlighting its importance in customer purchase behavior. The clothing category, particularly sarees, leads the sales performance, emphasizing its market strength. Geographically, Madhya Pradesh and Maharashtra emerge as top contributors to sales and profitability, while some regions like Sikkim and Tamil Nadu show lower user spending, and Andhra Pradesh and Rajasthan report losses. Seasonal trends indicate that the first quarter drives the highest sales, whereas the third quarter records the lowest sales and some financial losses. These insights provide valuable guidance for optimizing marketing strategies, inventory management, and regional focus to drive sustainable growth and profitability in the e-commerce business.