**Sales Performance Project for an Online Shopping Platform**

**Project Overview**

**Purpose**: The purpose of this project was to develop a comprehensive Sales Performance Dashboard for an online shopping platform to analyze revenue-based metrics from 2019 – 2023. The report aims to provide actionable insights into sales trends and product performance to support data-driven decision-making.

**Objectives**

* Visualize sales data using charts and PivotTables for easy interpretation.
* Identify top-performing product categories, country, campaign schema.
* Create a Microsoft Excel-based Dashboard to track and analyze key performance metrics.
* Provide recommendations to optimize sales performance and revenue growth.

**Scope**

Analysis of 2019 – 2023 sales data, including revenue by product category, time period, country, campaign schema; Time interval for purchases; Total units sold and Average price by product category; calculation of metrics like Total Sales, Total Units Sold, Return Rate, Total Revenue, Average Order Value (AOV), Revenue Lost From Returned Purchases; creation of visualizations and interactive features in Excel.

**Dataset**

A fictional dataset of 2000 rows and 23 columns from Kaggle in CSV format.

**Tools and Technologies**

**Microsoft Excel**: Used for data cleaning, data analysis, calculations, and visualizations.

Features Utilized:

* + Excel Table for dynamic data ranges.
  + PivotTables for aggregating data by product category, country, and time period.
  + Calculated columns for total amount and time interval.
  + Charts (Column, Line, Bar) for visualizations.
  + Slicers for interactive filtering.

**Findings**

**Key Metrics**

* **Total Sales**: **1464** (Count of successful purchases)
* **Average Order Value (AOV)**: **$774** (Total revenue/ Number of orders)
* **Total Revenue**: **$1,133,444** (Sum of all successful purchases)
* **Total Units** **Sold**: **5175** (Sum of all units successfully purchased)
* **Return Rate**: **13.88%** (Count of returned purchases/ total sales multiplied by 100)
* **Revenue Lost from Returned Purchases: $150,179**

**Detailed Findings**

**Insight:** In **2019**, a total of **$204,286** was made, In **2020**, a total of **$229,477** was made which is **+12.33%** more compared to **2019**, In **2021**, a total of **$287,205** was made, we also experienced a **+25.16%** increase in revenue compared to **2020**, In **2022**, a total of **$248,050** was made which is **-13.63%** less compared to 2021, In 2023, a total of $164,426 was made which is **-33.7%** less compared to **2022.**

Peak revenue was made in 2021, after 2021 we experienced a constant drop in revenue each year. In **2023,** there was a **-49.47%** drop in revenue compared to **2021.**

**Insight:** More than half of the revenue **(61.82%)** was generated by **Electronics**, the average cost of electronics is **$476.90** which is the highest compared to the second highest **Home appliances** which is **$166.56.**

**Insight:** Despite Home appliances having the second highest average cost it sold the most units than any other product category, **there might be an issue with the value/quality or marketing of other categories with lower average cost.**

**Insight:** A majority of revenue (13.50%) was made by Canada, while UK had the least revenue (7.28%) among all the countries.

**Insight:** A total of $150,179 was lost due to the return of goods purchased. The various reason were: **Wrong Item (24.83%)**, **Arrived Late (20.88%)**, **Poor Value (19.53%)**, **Poor Quality (17.89%)**, **Arrived Damaged (16.8%).**

**Insight**: The minimum time spent by customers on the platform was **3 minutes** and the maximum time was **39 minutes** but purchases were made only by people who spent between **7 to 35 minutes** on the platform.

**Insight:** We made **$328,177** from **Instagram-ads**, **$267,390** from **Google-ads**, **$258,967** **Billboard-QR code**, **$229,802** from **Facebook-ads**, **$227,393** from **Twitter-ads** and **$210,782** from **E-mails.** Generally, **Instagram-ads** made the most revenue but it should be noted that **it is not the best campaign schema for all product category.**

**Recommendations**

* Allocating more budget to marketing Electronics products as it generates **61.82%** of our revenue.
* A review on the value and quality of products in the Fashion, Book and Toy category and also the introduction of in demand products of these categories.
* More steps should be taken to prevent sending the wrong goods, delivering goods on time and undamaged and reviewing the quality and value of goods sold.
* Prioritize assigning more budget to marketing campaign schemas that generates the most revenue for each product category