

Occasion-Based Sales Analysis Dashboard

Project Description:

This dashboard analyses sales data of a gifting business across multiple occasions such as festivals, birthdays, and anniversaries. It provides insights into revenue trends, top-performing products, customer spending behavior, delivery performance, and city-wise order distribution to support data-driven business decisions.

Key Insights Covered

- Total Revenue & Average Delivery Time
- Monthly Sales Trends
- Revenue by Occasion
- Top Products by Sales
- Customer Spending Analysis
- Top Cities by Orders
- Order Quantity vs Delivery Time

Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. Total Revenue: Identify the overall revenue.
2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.
3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2025.
4. Top Products by Revenue: Determine which products are the top revenue generators.
5. Customer Spending Analysis: Understand how much customers are spending on average.
6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products.
7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.
8. Order Quantity vs. Delivery Time: Analyze if higher order quantities impact delivery times.
9. Revenue Comparison Between Occasions: Compare revenue generated across different occasions.
10. Product Popularity by Occasion: Identify which products are most popular during specific occasions.