

MINI PROJECT REPORT

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Branch: MCA

Section: 23MCA 6 - A

Semester: 3

Date of Performance: 23/10/2024

Subject: Business Analytics

Subject Code: 23CAH-701

Excel Dashboard

Task to be done:

1. Setting up data in Excel and cleaning it.
2. Creating pivot tables for data analysis.
3. Designing charts (e.g., bar charts, pie charts).
4. Formatting and organizing the dashboard layout.
5. Adding interactive elements such as slicers and filters.
6. Customizing visuals for clear data presentation.

Software Used: MS EXCEL.

Input Data:

Index	Order ID	Cust ID	Gender	Age	AgeGroup	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-stat	ship-pos	ship-cou	B2B
1	171-1029	1E+06	Women	44	Adult	12/4/2022	Dec	Delivered	Myntra	JNE1233- kurta	XXL		1	INR	376	MOHALI	PUNJAB	140301	IN	FALSE
2	405-218	2E+06	Women	29	Teenage	1/4/2022	Jan	Delivered	Ajo	SET414-I Set	L		1	INR	1449	GURUGRAM	HARYANA	122002	IN	FALSE
3	171-1641	2E+06	Women	67	Senior	12/4/2022	Dec	Delivered	Myntra	SET261-I Set	S		1	INR	453	KOLKATA	WEST BENGAL	700029	IN	FALSE
4	404-749	7E+06	Women	20	Teenage	12/4/2022	Dec	Delivered	Amazon	SET110-I Set	M		1	INR	729	THANJAVUR	TAMIL NADU	613007	IN	FALSE
5	403-929	9E+06	Women	62	Senior	12/4/2022	Dec	Delivered	Myntra	JNE2294 kurta	XXL		1	INR	544	GURUGRAM	HARYANA	122001	IN	FALSE
6	407-129	1E+06	Women	49	Adult	12/4/2022	Dec	Delivered	Flipkart	JNE3797 Western	XXL		1	INR	735	SANGLI	MAHARASHTRA	416436	IN	FALSE
7	407-129	1E+06	Women	23	Teenage	12/4/2022	Dec	Delivered	Meesho	JNE3801- kurta	XXL		1	INR	735	BENGALURU	KARNATAKA	560029	IN	FALSE
8	171-5561	6E+06	Women	70	Senior	12/4/2022	Dec	Delivered	Others	JNE3405 kurta	M		1	INR	435	GURUGRAM	HARYANA	122001	IN	FALSE
9	408-293	3E+06	Women	75	Senior	12/4/2022	Dec	Delivered	Amazon	JNE3474 kurta	XL		1	INR	385	BENGALURU	KARNATAKA	562149	IN	FALSE
10	404-264	3E+06	Women	43	Adult	6/4/2022	Jun	Delivered	Myntra	JNE3466 kurta	L		1	INR	771	VIJAYAWADA	ANDHRA PRADESH	520002	IN	FALSE
11	404-264	3E+06	Women	76	Senior	12/4/2022	Dec	Delivered	Amazon	JNE3795 kurta	S		1	INR	517	THIRUVARUR	KERALA	695018	IN	FALSE
12	404-264	3E+06	Women	45	Adult	12/4/2022	Dec	Delivered	Myntra	J0181-TF Top	M		1	INR	399	ARAKKONAM	TAMIL NADU	631003	IN	FALSE
13	408-026	265357	Women	18	Teenage	12/4/2022	Dec	Delivered	Amazon	SET217-I Set	XL		1	INR	786	GUWAHATI	ASSAM	781017	IN	FALSE
14	403-926	9E+06	Women	44	Adult	12/5/2022	Dec	Delivered	Myntra	SET185-I Set	M		1	INR	911	BENGALURU	KARNATAKA	562125	IN	FALSE
15	407-044	442660	Women	52	Senior	12/6/2022	Dec	Delivered	Amazon	SET333- Set	M		1	INR	967	HYDERABAD	TELANGANA	500098	IN	FALSE
16	406-748	7E+06	Women	18	Teenage	12/7/2022	Dec	Delivered	Nalli	J0124-TF Top	L		1	INR	523	NEW DELHI	DELHI	110062	IN	FALSE
17	407-703	7E+06	Women	30	Adult	12/8/2022	Dec	Delivered	Meesho	SET304- Set	XL		1	INR	115	Bhubaneswar	ODISHA	751022	IN	FALSE
18	407-342	3E+06	Women	48	Adult	12/9/2022	Dec	Delivered	Others	SET184-I Set	XS		1	INR	563	SIROHI	RAJASTHAN	307001	IN	FALSE
19	171-8974	9E+06	Men	24	Teenage	12/10/2022	Dec	Delivered	Myntra	J0161-DF Western	XXL		1	INR	473	MUMBAI	MAHARASHTRA	400097	IN	FALSE
20	406-024	244536	Men	46	Adult	12/11/2022	Dec	Delivered	Amazon	SET233- Set	M		1	INR	545	AMRITSAR	PUNJAB	143001	IN	FALSE
21	404-437	4E+06	Men	43	Adult	12/12/2022	Dec	Delivered	Nalli	J0231-SI Set	3XL		1	INR	1164	LUCKNOW	UTTAR PRADESH	226024	IN	FALSE
22	408-194	2E+06	Men	31	Adult	12/13/2022	Dec	Refunded	Myntra	J0339-D Western	XXL		1	INR	743	NEW DELHI	DELHI	110087	IN	FALSE
23	403-095	950530	Men	30	Adult	12/14/2022	Dec	Delivered	Myntra	SET210-I Set	3XL		1	INR	575	MADURAI	TAMIL NADU	625014	IN	FALSE
24	406-393	4E+06	Men	19	Teenage	12/15/2022	Dec	Delivered	Ajo	SET110-I Set	XS		1	INR	788	Meerut	UTTAR PRADESH	250002	IN	FALSE
25	402-039	398999	Men	37	Adult	11/16/2022	Nov	Delivered	Amazon	SET273- Set	M		1	INR	612	HYDERABAD	TELANGANA	500060	IN	FALSE
26	403-543	5E+06	Men	37	Adult	12/17/2022	Dec	Delivered	Others	MEN5025 kurta	XXL		1	INR	533	INDORE	MADHYA PRADESH	452014	IN	FALSE
27	406-834	8E+06	Men	62	Senior	12/18/2022	Dec	Delivered	Flipkart	JNE3690 Top	XL		1	INR	484	DAVANGERE	KARNATAKA	577004	IN	FALSE
28	406-098	986513	Men	20	Teenage	12/19/2022	Dec	Delivered	Flipkart	SET184-I Set	3XL		1	INR	563	RUDRAPUR	UTTARANCHAL	263153	IN	FALSE
29	406-094	947452	Men	77	Senior	12/20/2022	Dec	Delivered	Flipkart	JNE3797 Western	XXL		1	INR	735	CHENNAI	TAMIL NADU	600103	IN	FALSE
30	406-132	1E+06	Men	26	Teenage	12/21/2022	Dec	Delivered	Amazon	SET183-I Set	XS		1	INR	759	PRAYAGRAJ	UTTAR PRADESH	230304	IN	FALSE

The dashboard uses a cleaned and organized dataset with metrics like sales, profits, regions, and products. This data is structured to create pivot tables and charts, providing a clear visual analysis of business performance across different areas..

Program Logic :

Step1: Input Data Setup:

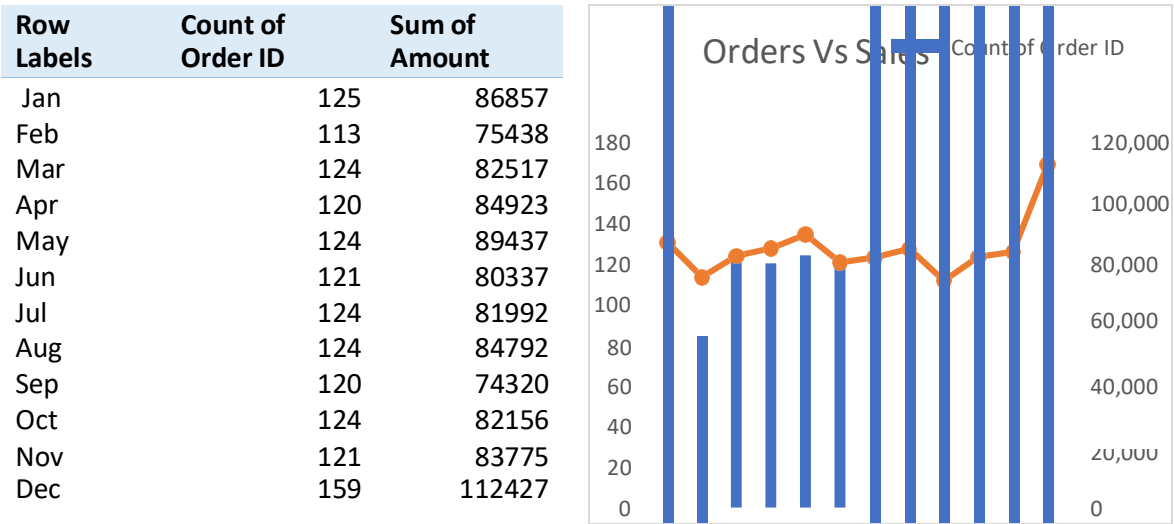
- a. Import raw data into an Excel spreadsheet (e.g., sales, profits, region-wise data).
- b. Clean the data by removing duplicates, correcting data types, and ensuring consistency for further analysis.
- c. Organize columns and rows logically (e.g., product names, sales numbers, dates).

Step 2: Pivot Table Creation:

- a. Create pivot tables by summarizing key metrics such as total sales, profits, product performance, or regional breakdown.
- b. Use appropriate fields for rows and columns to show the desired summaries.

Overall Orders vs. Sales Analysis

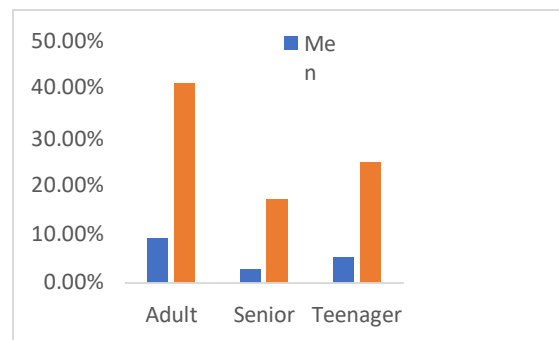
- The bar and line chart indicates the relationship between the number of orders and total sales value. The trend suggests fluctuations in sales throughout the months, with a noticeable peak in December, indicating a significant increase in sales, possibly due to holiday shopping.



Sales Distribution by Gender

- The pie chart labeled "Sales: Men Vs Women" shows a clear majority of sales coming from women, accounting for 83%, while men contribute 17%. This suggests that the majority of the products are targeted towards or more popular with female customers.

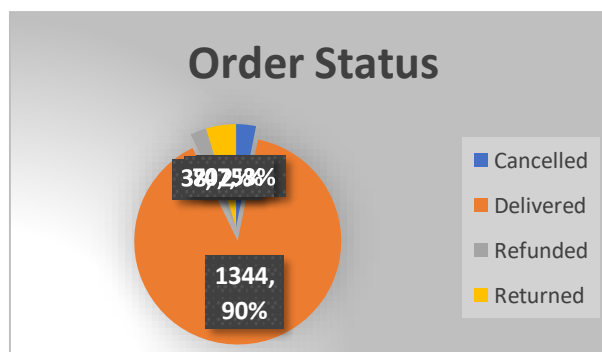
Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	9.21%	40.89%
Senior	2.74%	17.28%
Teenager	5.14%	24.75%



Order Status Breakdown

- The pie chart for "Order Status" shows the distribution across different categories:
 - Delivered:** 90% of the orders, indicating efficient fulfillment.
 - Cancelled, Refunded, and Returned Orders:** Together make up the remaining 10%, with cancelled orders being the most significant among them. The low percentage of cancellations and returns reflects good customer satisfaction and product quality.

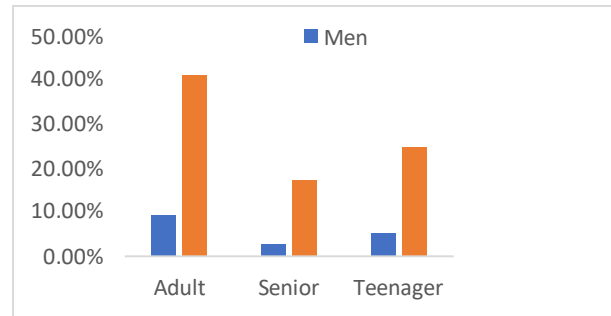
Row Labels	Count of Order ID
Cancelled	47
Delivered	1344
Refunded	38
Returned	70



5. Order Analysis by Age and Gender

- The bar chart "Order: Age vs. Gender" provides insights into the customer demographics:
 - Adults** are the predominant age group, with a higher percentage of women (40.89%) compared to men (9.21%).
 - Teenagers and Seniors** also contribute, but to a lesser extent. Teenagers (24.75%) are the second-largest group, indicating potential growth opportunities.

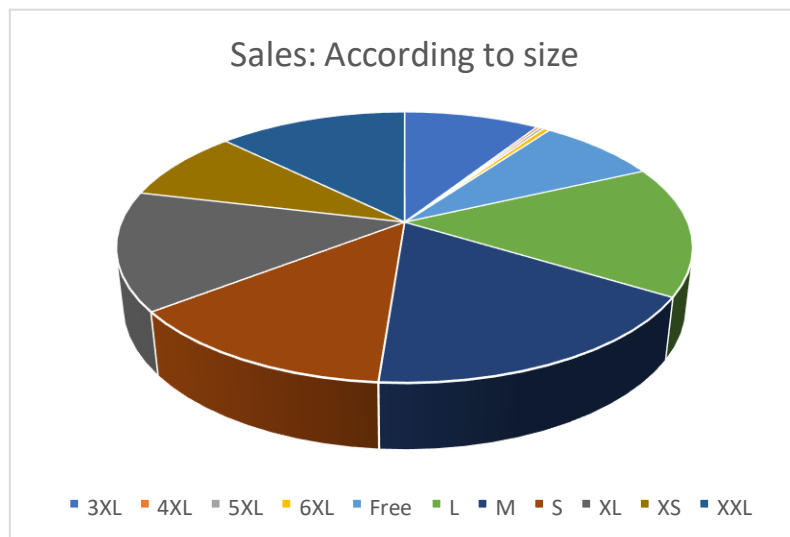
Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	9.21%	40.89%
Senior	2.74%	17.28%
Teenager	5.14%	24.75%



6. Sales According to Size

- The pie chart representing sales by size indicates a wide distribution across different clothing sizes. This suggests a broad customer base with diverse sizing needs, from small to larger sizes like 3XL and 5XL.

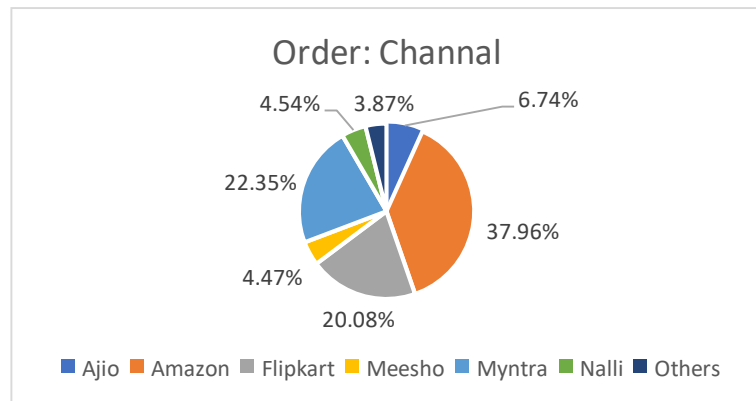
Row Labels	Sum of Age
3XL	5362
4XL	138
5XL	157
6XL	256
Free	4800
L	9236
M	10356
S	7905
XL	8391
XS	5098
XXL	7486
Grand Total	59185



7. Channel-wise Order Distribution

- The pie chart labeled "Order: Channel" provides an overview of the sales distribution across different e-commerce platforms:
 - Myntra** leads with 37.96% of the sales, followed by **Flipkart** (22.35%) and **Meesho** (20.08%). These three platforms dominate the sales channels.
 - Other platforms like **Ajio**, **Amazon**, and **Nalli** have relatively smaller shares, which may represent areas for potential growth.

Row Labels	Count of Order ID
Ajio	6.74%
Amazon	37.96%
Flipkart	20.08%
Meesho	4.47%
Myntra	22.35%
Nalli	4.54%
Others	3.87%



8. Recommendations

- **Marketing Focus:** Increase marketing efforts towards female customers, as they make up the majority of the sales.
- **Expand in Top Performing States:** States like Maharashtra and Karnataka show high sales numbers. Expanding product variety and targeted promotions in these regions could drive further growth.
- **Optimize for the Adult Age Group:** Given the high sales concentration among adults, tailor promotions and product designs to this demographic.
- **Enhance Platform Strategy:** While Myntra is the top channel, improving the presence and promotional activities on Amazon and Ajio could help diversify sales distribution.

OUTPUT:



LEARNING OUTCOMES:

1. **Customer Demographics Insight:** The data reveals that the majority of sales are from women (83%) and adults, indicating the need to focus on products catering to these groups.
2. **Regional Sales Trends:** Maharashtra and Karnataka are top-performing states, suggesting that regional strategies can be tailored to leverage these markets for higher growth.
3. **Platform Performance Analysis:** Myntra, Flipkart, and Meesho account for the majority of sales, highlighting the importance of optimizing sales strategies on these platforms.
4. **Order Fulfillment Efficiency:** With 90% of orders being delivered successfully, the business demonstrates strong logistics performance, but there is still room for improvement in reducing cancellations and returns.
5. **Visualizing Data:** Learning to present the pivot table output through charts and graphs for effective decision-making and reporting.