E-Commerce Sales Performance Analysis

Excel Project – Professional Report

Prepared by: Rushikesh Patil
Role Focus: Data Analyst / Business Intelligence Analyst
Tools Used: Microsoft Excel

Project Overview

This project analyzes E-Commerce sales data to uncover insights related to revenue, profitability, customer trends, and operational efficiency.

Business Objectives

The objective is to identify high-performing regions, profitable products, loss leaders, discount impact, and logistics efficiency.

Dataset Description

The dataset includes order details, customer information, product categories, sales, discounts, profits, and shipping modes.
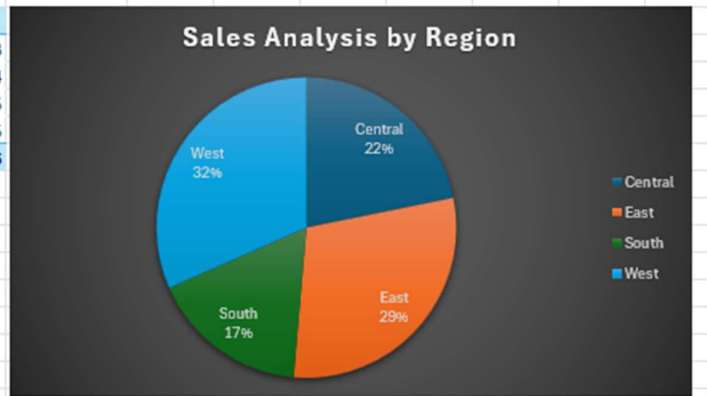
Key Performance Indicators

KPIs include Total Sales, Total Profit, Total Orders, Total Customers, and Average Discount.

KPI	Value
Total Sales	2297200.86
Total Profit	286397.0217
Total Orders	5009
Total Custome	793
Average Disco	0.156202722

Regional Performance

West region leads in sales, while Central region shows lower profitability requiring optimization.
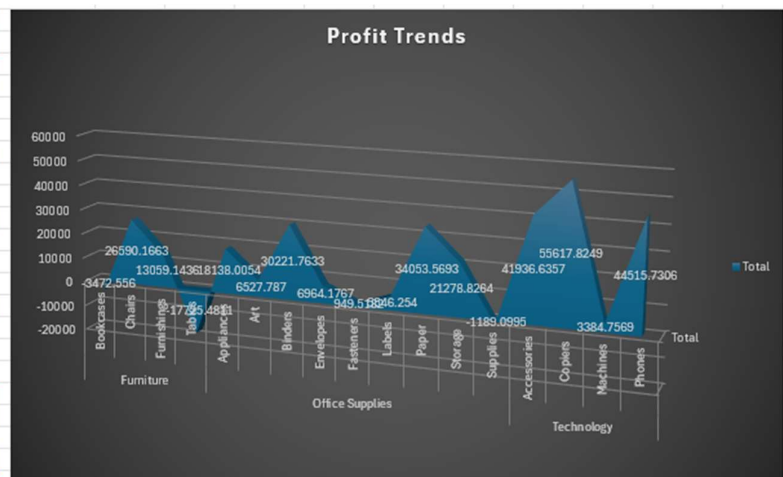
Row Labels	Sum of Sales
Central	501239.8908
East	678781.24
South	391721.905
West	725457.8245
Grand Total	2297200.86

Sales Analysis by Region

Central 22%
West 32%
South 17%
East 29%

Central
East
South
West

Product & Category Analysis
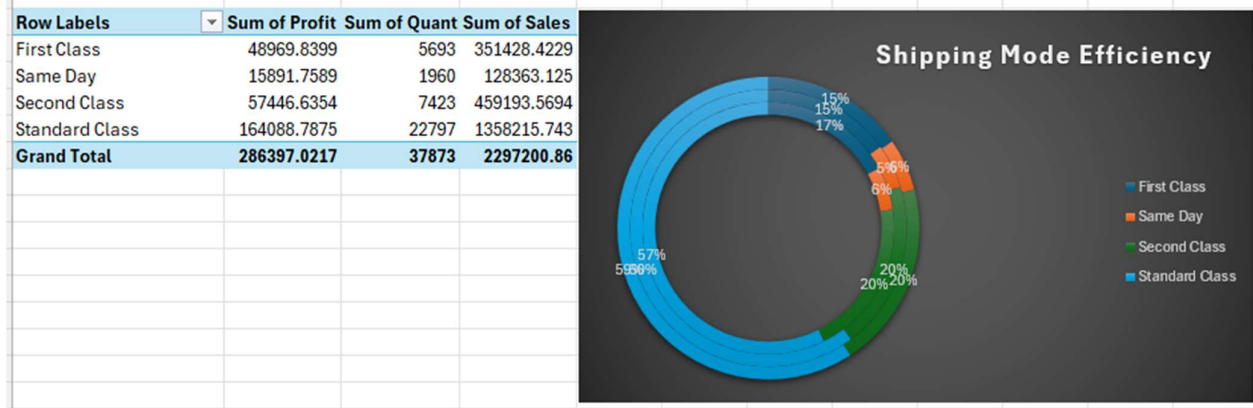
Technology products generate high profit, while some Furniture and Office Supplies sub-categories incur losses.

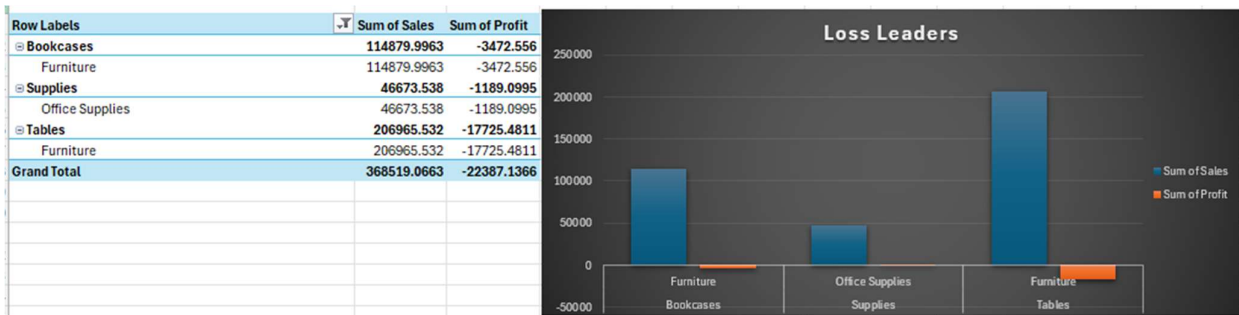| Row Labels	Sum of Profit
⊟ Furniture	18451.2728
Bookcases	-3472.556
Chairs	26590.1663
Furnishings	13059.1436
Tables	-17725.4811
⊟ Office Supplies	122490.8008
Appliances	18138.0054
Art	6527.787
Binders	30221.7633
Envelopes	6964.1767
Fasteners	949.5182
Labels	5546.254
Paper	34053.5693
Storage	21278.8264
Supplies	-1189.0995
⊟ Technology	145454.9481
Accessories	41936.6357
Copiers	55617.8249
Machines	3384.7569
Phones	44515.7306
Grand Total	286397.0217

Profit Trends

Shipping Mode Efficiency

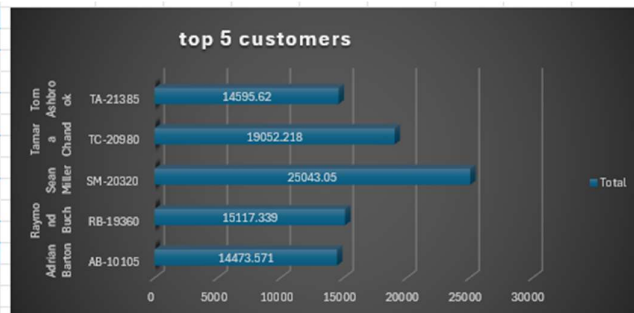Standard Class shipping is the most frequently used and most profitable option

Row Labels	Sum of Profit	Sum of Quant	Sum of Sales
First Class	48969.8399	5693	351428.4229
Same Day	15891.7589	1960	128363.125
Second Class	57446.6354	7423	459193.5694
Standard Class	164088.7875	22797	1358215.743
Grand Total	286397.0217	37873	2297200.86

Loss Leaders

Certain high-sales products generate losses, indicating pricing or cost inefficiencies.

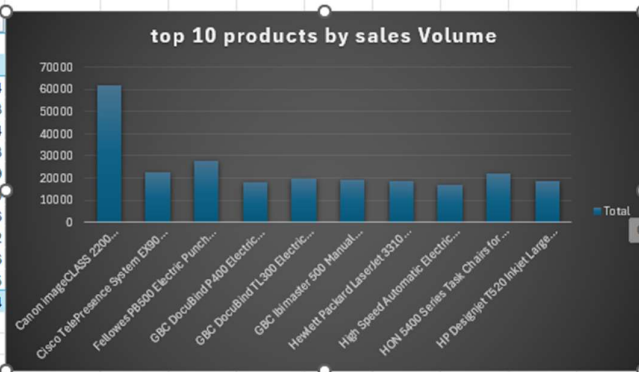| Row Labels	Sum of Sales	Sum of Profit
Bookcases	114879.9963	-3472.556
Furniture	114879.9963	-3472.556
Supplies	46673.538	-1189.0995
Office Supplies	46673.538	-1189.0995
Tables	206965.532	-17725.4811
Furniture	206965.532	-17725.4811
Grand Total	368519.0663	-22387.1366

Customer & Product Performance

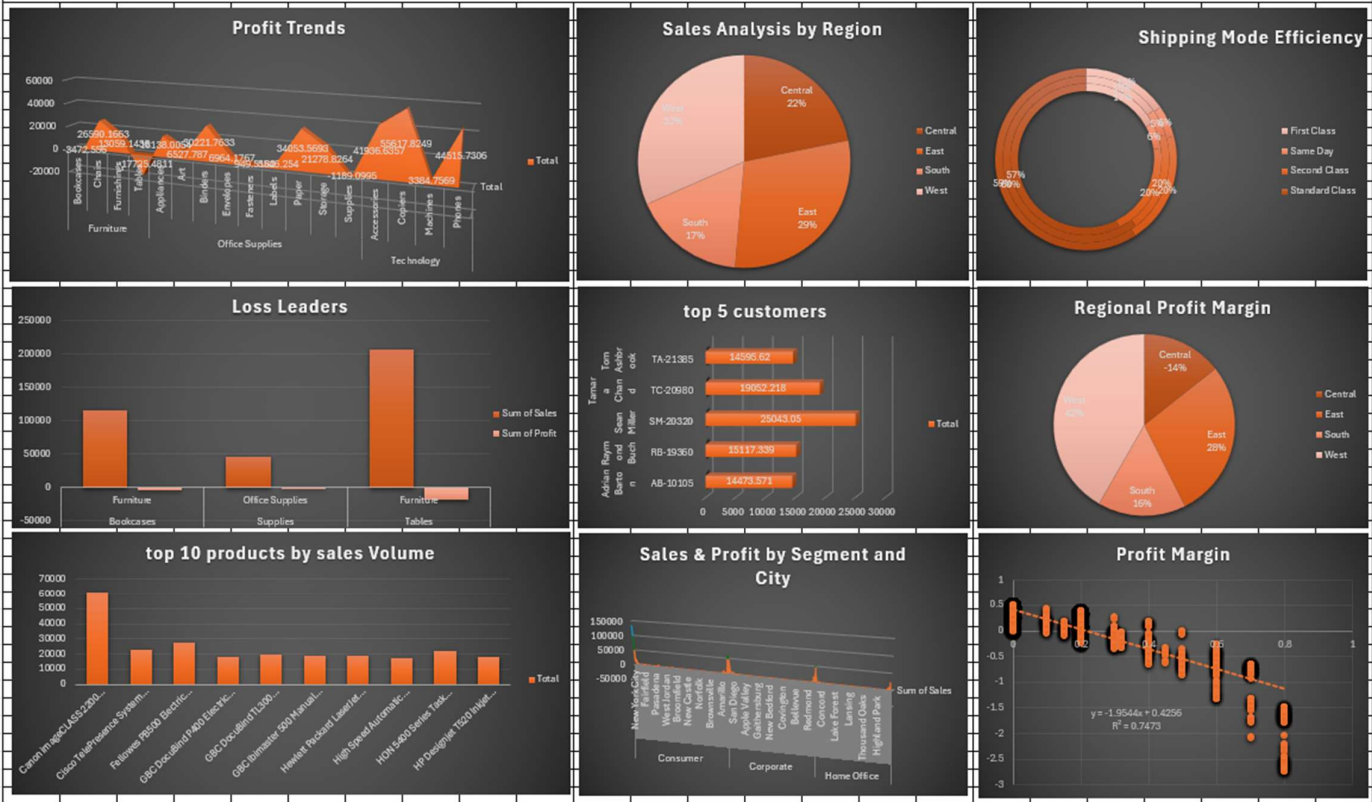Top customers and products contribute significantly to overall revenue, supporting targeted marketing strategies

Row Labels	Sum of Sales
⊟ Adrian Barton	14473.571
AB-10105	14473.571
⊟ Raymond Buch	15117.339
RB-19360	15117.339
⊟ Sean Miller	25043.05
SM-20320	25043.05
⊟ Tamara Chand	19052.218
TC-20980	19052.218
⊟ Tom Ashbrook	14595.62
TA-21385	14595.62
Grand Total	**88281.798**

top 5 customers

	6
Sales	(All)

Row Labels	Sum of Sales
Canon imageCLASS 2200 Advanced Copier	61599.824
Cisco TelePresence System EX90 Videoconferencing Unit	22638.48
Fellowes PB500 Electric Punch Plastic Comb Binding Mach	27453.384
GBC DocuBind P400 Electric Binding System	17965.068
GBC DocuBind TL300 Electric Binding System	19823.479
GBC Ibimaster 500 Manual ProClick Binding System	19024.5
Hewlett Packard LaserJet 3310 Copier	18839.686
High Speed Automatic Electric Letter Opener	17030.312
HON 5400 Series Task Chairs for Big and Tall	21870.576
HP Designjet T520 Inkjet Large Format Printer - 24" Color	18374.895
Grand Total	**244620.204**

top 10 products by sales Volume

E-Commerce Sales Performance Dashboard

Conclusion

This project demonstrates strong Excel-based analytical skills and the ability to convert data into business insights.