

Summary

ElectroHub Dashboard Project

The ElectroHub (E-Commerce) company Sales Dashboard, developed using Power BI, delivers a concise and insightful analysis of key sales metrics, trends, and performance indicators. It empowers stakeholders with actionable data to drive strategic decisions.

Objective: To provide a centralized platform for analyzing sales performance, identifying trends, and assessing product and regional contributions to overall profitability.

Key Metrics Overview:

- **Total Orders:** 3,450
 - **Total Sales:** ₹121M
 - **Total Profit:** ₹12.2M
 - **Total Units Sold:** 7,016
 - **Total Customers:** 50
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Performance Highlights:

1. Top Products:

- Apple iPhone 14 contributes 23.96% to total sales and 23.1% to profits.
- HP Pavilion and Samsung Galaxy series follow, collectively contributing over 40% of sales.

2. Bottom Products:

- Dove Soap and L'Oreal Shampoo represent under 15% of sales.
- Tupperware and Nivea products show minimal profit margins.

3. Geographical Insights:

- Top cities account for 70% of total sales, highlighting strong regional demand.

4. Promotional Impact:

- Campaigns like "Clearance" and "Weekend Sale" increased sales by 15% during peak periods.
- Average discounts ranged from ₹23K to ₹25K across promotions.

5. Trend Analysis:

- Net sales grew 25% from 2021 to 2022 and 20% in 2023.
- Year-on-year profit increased by 18%, with strong seasonal spikes.

Recommendations:

1. **Promote High Performers:** Focus on top-selling items like Apple iPhone 14 and HP Pavilion with targeted marketing campaigns.
2. **Address Low Performers:** Reevaluate underperforming products like Dove Soap and Nivea Lotion; consider promotions or replacements.
3. **Expand Regionally:** Strengthen presence in top-performing cities while targeting weaker regions with customized strategies.
4. **Optimize Discounts:** Refine promotions to balance sales growth and profitability, especially during peak seasons.
5. **Leverage Trends:** Use real-time data to track seasonal patterns and adjust strategies proactively.

Conclusion: The ElectroHub Sales Dashboard identifies high-performing products and regions, providing actionable insights. Addressing underperforming items and optimizing promotional strategies can further boost growth. This dashboard is a critical tool for enhancing operational efficiency and driving profitability.