



Project Title:	Flipmart Sales
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## Executive Summary

The Flipmart Sales Dashboard provides a comprehensive overview of sales data from 2019 to 2022, with metrics such as total sales, total profit, total quantity, and the number of transactions. It visually presents insights into performance across shipping modes, customer segments, product categories, and geographic regions. The primary goal of the dashboard is to assist stakeholders in identifying trends, improving operational efficiency, and making informed strategic decisions.

## Introduction

Modern businesses rely on data visualization tools like Power BI to simplify complex datasets and enhance decision-making. The Flipmart Sales Dashboard consolidates sales data to provide insights into business performance. This dashboard is tailored for Flipmart's management to evaluate sales, profit, and operational efficiency across various dimensions.

The dashboard highlights:

1. The distribution of sales across shipping modes and regions.
2. Seasonal and customer-segment trends.
3. Top-performing product categories and subcategories.
4. Profitability insights to drive business strategies.

## Project Objectives

1. Understand Flipmart's sales dynamics: Explore how different shipping modes, customer segments, and geographic regions contribute to sales and profit.
2. Visualize trends: Present month-wise and segment-wise sales trends to identify seasonal patterns.
3. Support decision-making: Provide actionable insights to optimize product offerings, logistics, and marketing efforts.
4. Enable interactivity: Allow users to filter data dynamically by time periods, shipping modes, and product categories.

## Data Overview

### Source

Historical sales data from 2019 to 2022.

Provided metrics include sales, profit, quantity, transactions, shipping mode, subcategories, and countries.

### Fields and Metrics

1. Date Field: Order dates (used for slicers and trends).
2. Shipping Mode: Categories like Standard Class, First Class, Same Day, and Second Class.
3. Categories and Subcategories: Products grouped into Technology, Office Supplies, and Furniture.
4. Geography: Sales data segmented by country.
5. KPIs: Total sales, profit, quantity, and transactions.

## Data Preparation

Data cleaning: Removed null values and standardized formats.

Aggregation: Calculated total sales, profits, and transactions by category, region, and shipping mode.

## Dashboard Design

### User Interface

Clear layout with defined sections for KPIs, trends, maps, and detailed breakdowns.

Interactive slicers for filtering by order date and shipping mode.

Consistent color themes for easy differentiation between categories and regions.

## Visualization Components

### 1. KPI Cards:

Displays high-level metrics like total sales (₹12.64M), profit (₹1.47M), total quantity (178K), and transactions (51.29K).

Purpose: Provides an at-a-glance summary of performance.

#### 1. Bar Chart (Shipping Mode):

Compares sales across Standard Class, First Class, Same Day, and Second Class.

Insight: Standard Class is the most used mode, suggesting affordability and reliability.

#### 2. Line Chart (Monthly Sales by Segment):

Tracks sales trends over 12 months, segmented by Consumer, Corporate, and Home Office.

Insight: Q4 sees a spike in sales, driven primarily by Consumer and Corporate segments.

#### 3. Pie Chart (Profit by Category):

Visualizes profit contribution from Technology (45.23%), Office Supplies (35.34%), and Furniture (19.43%).

Insight: Technology products are the most profitable.

#### 4. Map (Sales by Country):

Geographical representation of sales distribution globally.

Insight: North America dominates, highlighting potential for growth in less penetrated regions like Africa.

#### 6. Table (Top 5 Subcategories by Sales):

Displays top-performing subcategories such as Phones, Storage, Chairs, Copiers, and Bookcases.

Insight: Phones generate the highest revenue, emphasizing their importance to the business.



## Insights and Analysis

### 1. Sales Trends:

Sales peak during Q4, indicating higher demand during the holiday season.

Consumer segment contributes the most, followed by Corporate.

### 2. Shipping Preferences:

Standard Class dominates due to cost-effectiveness.

Same Day shipping has the least contribution, likely due to high costs.

### 3. Product Profitability:

Technology products have the highest profit margin, warranting increased focus on this category.

Furniture has the lowest share, signaling potential improvement areas.

### 4. Geographic Performance:

North America leads in sales, with significant contributions from Europe and Asia.

Emerging markets like Africa offer opportunities for expansion.

## Key Insights

1. Technology drives profitability, contributing nearly half of the total profit.
2. Standard Class shipping is the most utilized mode, suggesting its importance for customer retention.
3. Q4 sales peaks present opportunities for seasonal marketing campaigns.

## Business Recommendations

### 1. Focus on High-Profit Categories:

Invest more in Technology products for sustained profitability.

### 2. Optimize Logistics:

Improve efficiency in Standard Class to maintain dominance.

### 3. Geographic Expansion:

Target underperforming regions like Africa and South America with customized marketing strategies.

## Limitations

1. Lack of customer demographics limits personalized insights.
2. No predictive analytics to forecast future sales trends.
3. Limited operational cost data hinders a comprehensive profitability analysis.

## Conclusion

The Flipmart Sales Dashboard effectively visualizes sales, profit, and quantity trends across multiple dimensions. It highlights areas for strategic improvement, including category focus, regional expansion, and seasonal marketing.

