

Sales Analysis Report

Project Overview

This project analyzes customer and order data to uncover key insights about sales performance, top-performing locations, customer demographics, and product categories. The analysis is presented through an interactive **Excel Dashboard** built using PivotTables, PivotCharts, Slicers, and Timeline filters.

Objectives

- Track and monitor overall **sales performance** through key KPIs.
 - Identify **top and bottom cities** by revenue.
 - Analyze **product categories** contributing to revenue.
 - Understand **customer behavior** (unique vs repeated).
 - Visualize **sales trends over time**.
 - Measure **gender-based sales contribution**.
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KPIs (Key Performance Indicators)

- Total Orders:** 1000
 - Total Revenue:** ₹ 3520984
 - Average Order Value (AOV):** ₹ 3520.984
 - Repeat Customer %:** 100%
 - Gender Split (Sales):** Male 51%, Female 49%
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Key Insights

1. City-wise Revenue

- Top 5 Cities by Revenue:** [Imphal, Kavali, Dhanbad, North, Haridwar]
- Bottom 5 Cities by Revenue:** [Kottayam, medininagar, Parbhani , Aligarh , orai].
- Revenue distribution is **concentrated in top cities**, showing regional dominance.

2. Category Analysis

- Highest Revenue Category:** Colors ,Soft Toys Sweets.
- Lowest Performing Category:** Mugs , Plants.
- Categories show seasonal/occasion-based variations.

3. Time-Based Trends

- Revenue shows a clear **monthly/quarterly pattern**.
- Certain occasions (festivals, events) drive **peak sales periods**.

4. Customer Analysis

- A high percentage of customers are **repeat buyers**, showing loyalty.
- Repeat customer % = 100% indicates customer retention is strong.

5. Gender-Based Sales

- **Sales Contribution:** Males contribute 51% of revenue, Females contribute 49%.
 - Female customers may be fewer, but their **AOV is higher/lower** than males (depending on data).
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✓ Conclusion & Recommendations

- Focus marketing and promotional campaigns in **top 3 cities**, since they contribute the majority of revenue.
- Strengthen efforts in **bottom-performing cities** to improve penetration.
- Promote **top categories** during high-demand seasons for maximum revenue growth.
- Improve **customer loyalty programs** to increase repeat customer base.
- Balance **gender-targeted promotions** — consider campaigns to boost female engagement if their revenue contribution is low.