Sales Analysis Dashboard

Overview

This project is an Excel-based Sales Analysis Dashboard created to track and analyze sales performance. It brings together order, customer, and product data to give clear insights into revenue, customer behavior, and product trends.

Key Highlights

- Total Orders: 126
- Total Revenue: ■5,86,176
- Average Customer Spend: ■4,652.19
- Avg. Time Between Order & Delivery: 5.72 days

Insights from the Dashboard

- Occasions & Categories: Sales peak during Raksha Bandhan and Valentine's, with Soft Toys and Colors driving the most revenue.
- Monthly Trends: Spikes in February and August due to seasonal demand.
- Cities: Top orders from Bhopal, Bilaspur, Ghaziabad, Indore, Kanpur, etc.
- Products: Bestsellers include Extraticmen Pack, Expedita Gift Pack, Fugiat Set, Magnam Set, and Nihil Box.
- Order Time: Most orders between 8 AM – 12 PM and 6 PM – 9 PM.

Why This Dashboard?

- Quick snapshot of sales performance.
- Understand customer spending behavior.
- Shows which products, occasions, and cities drive revenue.
- Helps in inventory and marketing planning.

Features

- KPI cards for key numbers.
- Charts for revenue by category, month, product, city, and hour.
- Interactive slicers for filtering.

Tools Used

- Microsoft Excel (Pivot tables, slicers, charts).
- Data Sources: Customers, orders, and products datasets.

Conclusion

The dashboard highlights what drives sales and when. It identifies top products, best-selling periods, and customer patterns, making it a practical tool for business decisions.