



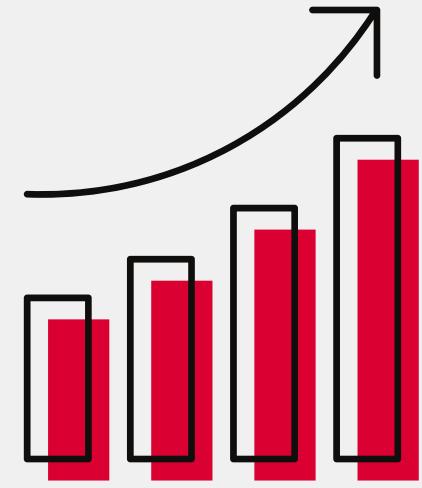
Ecommerce

Orders

Dashboard

Project
Report

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Objective

The goal of this dashboard is to analyze Archies' online ecommerce gift order data to:

- Identify trends in customer purchasing behavior
- Uncover top-performing products and categories
- Track regional sales distribution
- Help management make data-driven decisions for growth

Data Preparation & Dashboard Development

To build this dashboard:

- Raw data was imported and cleaned in Excel — missing entries were handled, and date/order formatting was standardized.

Key metrics were extracted including:

- Total Orders, Revenue, Average Order Value (AOV)
- Top-selling Products, Most Popular Cities, Sales by Category



Applied data visualizations:
bar charts, pie charts, and
KPIs for a clean, insightful
layout



***Used Pivot Tables to
summarize and
slice data for:***

- Monthly sales trends
- Product/category performance
- Region-wise contribution



Key Insights

- 📈 Peak Sales Periods: Highest order volumes were recorded during festive months, especially February (Valentine's) and December (Christmas/New Year).
- 💼 Top Categories: Gifts like Personalized Items and Greeting Cards dominated in both volume and revenue.
- 🏙️ Top Cities: Delhi, Mumbai, and Bangalore showed the highest purchase rates—indicating strong brand presence and customer base.
- 💰 High-Value Orders: Average order values were significantly higher for personalized gifts compared to general products.
- 🔍 Repeat Purchases: Some customer emails repeated across orders, suggesting opportunities for loyalty campaigns.

Business Recommendations

-  Targeted Campaigns: Focus marketing campaigns around top cities and festivals like Valentine's Day, Diwali, and Christmas.
-  Bundle Offers: Create bundled gift sets with popular categories to increase AOV.
-  Personalization Drive: Expand personalized gift options—these have higher margins and emotional appeal.
-  Email Marketing: Leverage repeat customer data to initiate loyalty programs and exclusive early-access offers.
-  Regional Expansion: Consider promoting in tier-2 cities where engagement is growing but under-penetrated.



Conclusion

This dashboard empowers Archies to monitor ecommerce performance, identify sales drivers, and tailor business strategies. Continued analysis over time will allow for predictive insights and sustainable growth.



Thank You

Thank you for taking the time to review this project. I hope this dashboard and its insights offer valuable direction for improving ecommerce strategies and enhancing customer satisfaction. Looking forward to feedback and further collaboration!

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