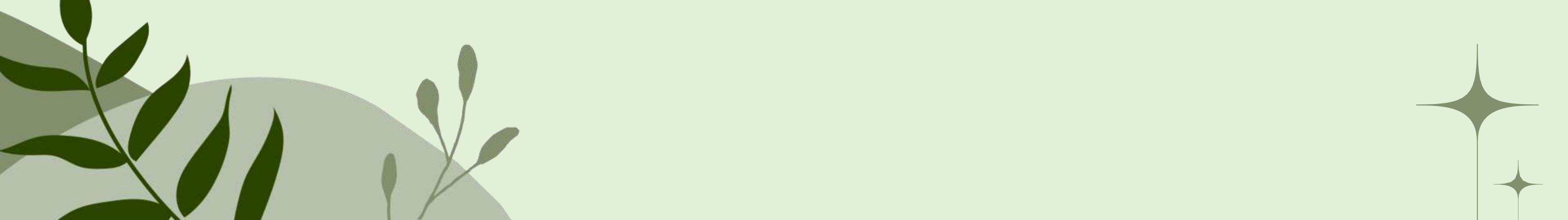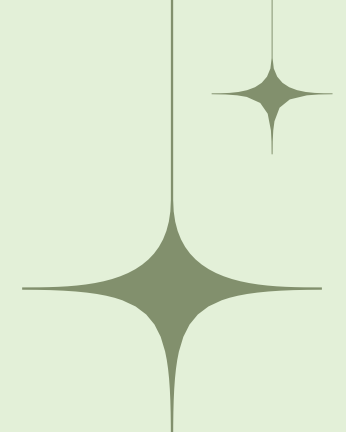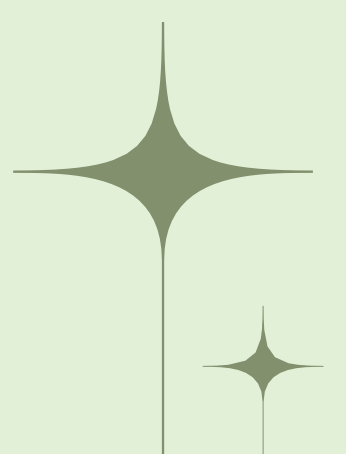# Excel Dashboard

Sales Analysis
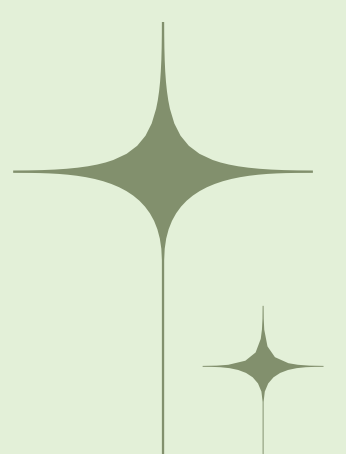
Presented by Suhana Shaikh

INTRODUCTION

This sales analysis dashboard provides an overview of key business metrics, focusing on revenue, customer behavior, and order trends. It highlights revenue distribution across occasions, product categories, and cities while identifying monthly and hourly sales patterns. Key metrics such as total orders, revenue, and average customer spending are showcased to help understand performance. The objective is to analyze trends, identify opportunities, and drive informed decision-making. This dashboard serves as a valuable tool for improving sales strategies and targeting growth areas effectively..

OBJECTIVES

The objective of this dashboard is to analyze sales performance across occasions, product categories, and cities. It aims to identify top-performing products, monthly trends, and peak shopping hours. The insights help assess customer behavior and optimize order-to-delivery efficiency. Overall, it supports data-driven decisions to enhance sales strategies and drive business growth.

Sales analysis

1000 Total Orders	₹ 3,520.98 Total Revenue	5.53 Order to delivery time	₹ 3,520.98 Avg customer spending

Revenue by occasions

Revenue by category
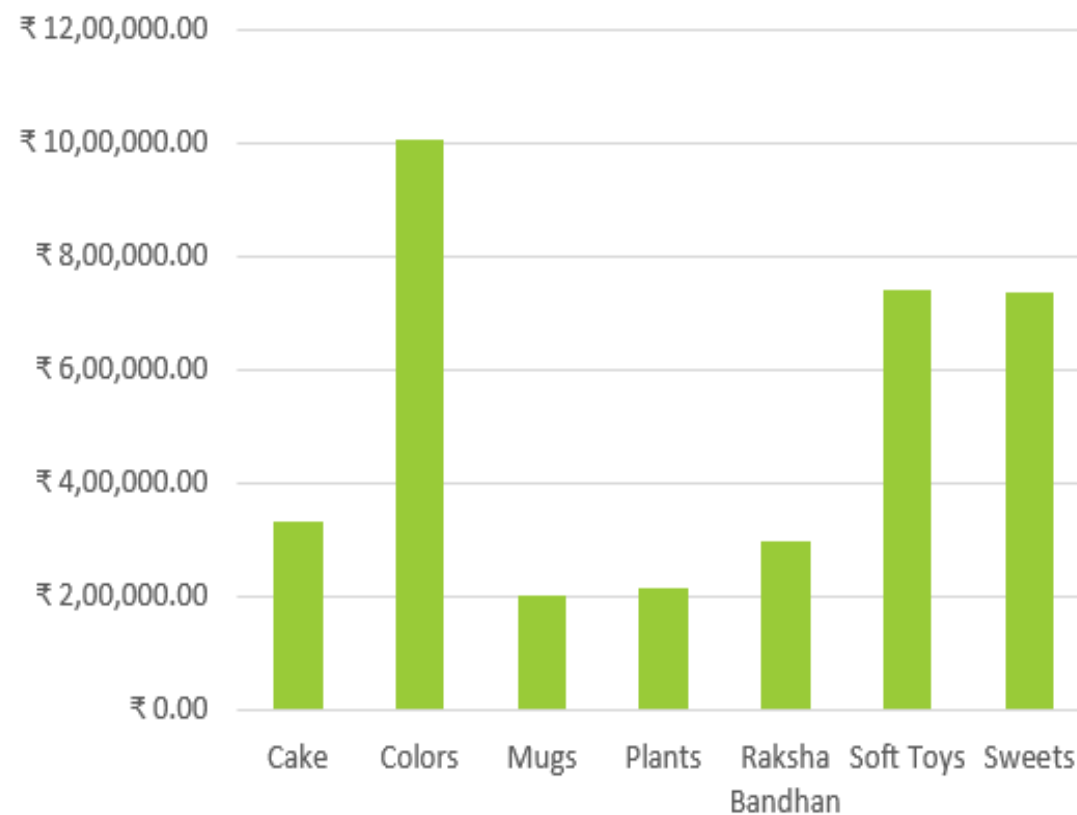
Top 10 Cities by orders

Revenue by Months

Top 5 Products by Revenue

Revenue by Hour (order Time)

Order_Date
All Periods — MONTHS
2023
JN — JUL — AUG — SEP

Delivery_Date
All Periods — MONTHS
2024
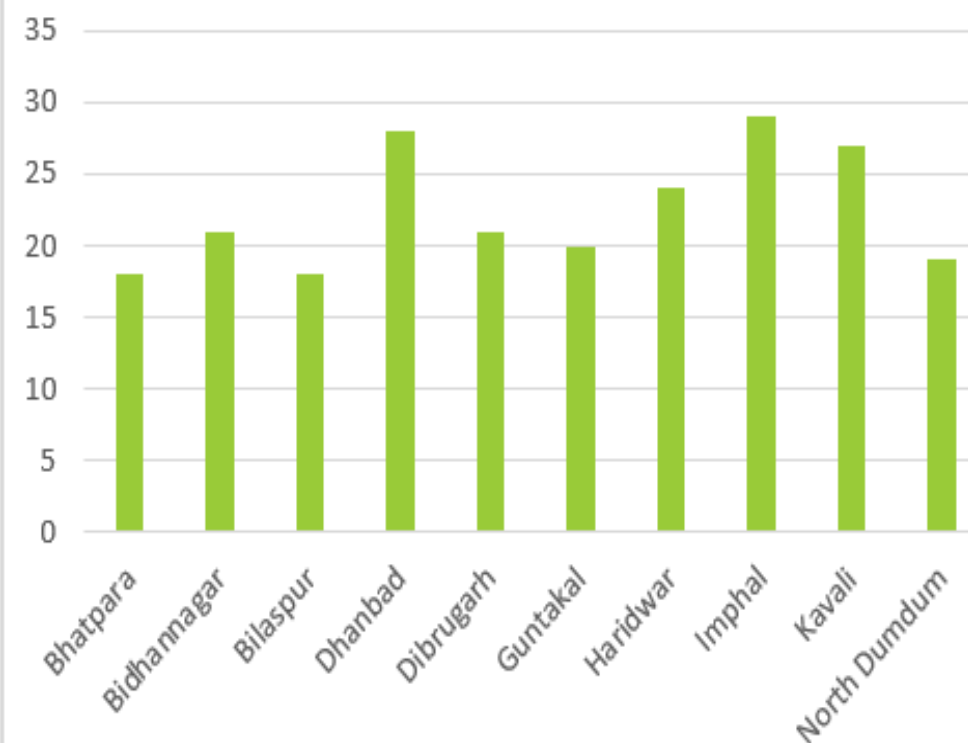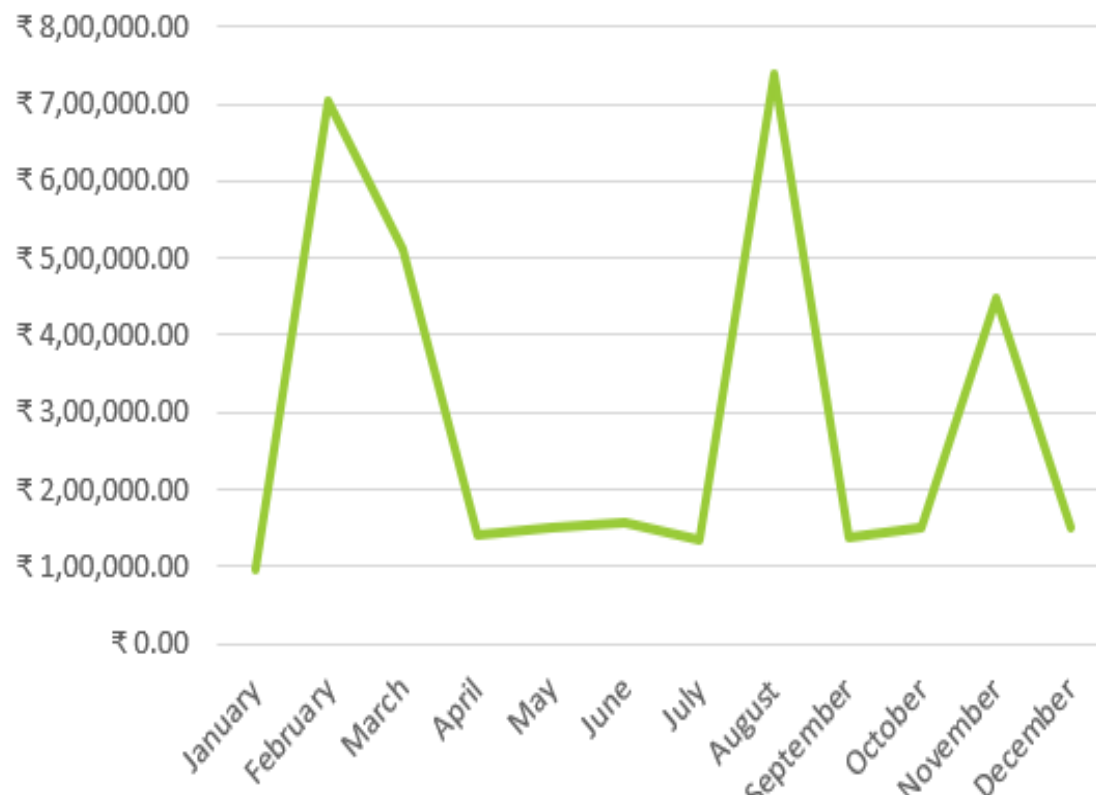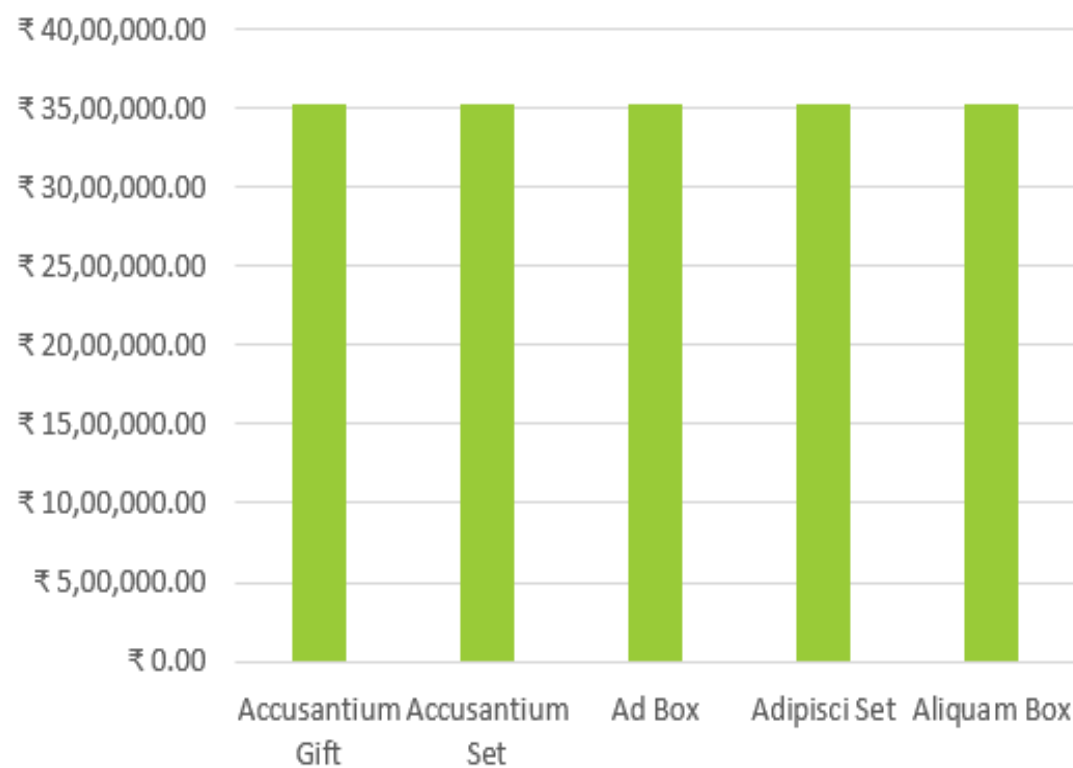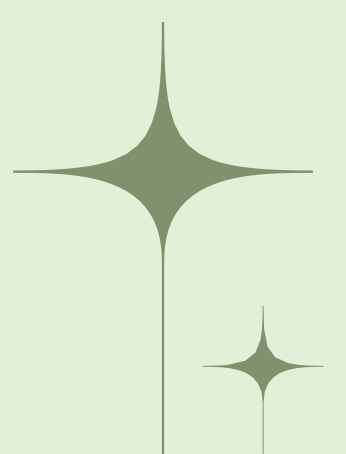JN — JUL — AUG — SEP

Occasion
- Anniversary
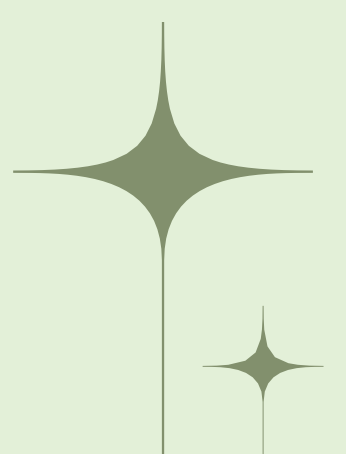- Birthday
- Diwali
- Holi
- Raksha Bandhan
- Valentine's Day

VISUALIZATION

1. Revenue by Occasion: A bar chart showcasing revenue distribution across special occasions like Birthdays, Diwali, and Valentine's Day..

2. Revenue by Category: Highlights the contribution of product categories (e.g., Cakes, Sweets, Mugs) to total sales using bar charts.

3. Top Cities by Orders: Displays city-wise order volume to identify high-performing regions.

4. Top 5 Products by Revenue: A bar chart showing the top-selling products driving revenue.

5. Revenue by Month: A line chart illustrating revenue trends across the year to highlight peak months.

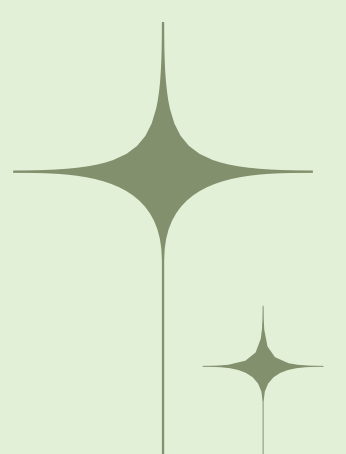6. Revenue by Hour: A line chart capturing order trends by time of day to identify peak shopping hours..

INSIGHTS

1. Occasions and Categories Drive Revenue: Anniversaries generate the highest revenue, with cakes, soft toys, and sweets as the top-performing categories.

2. Geographic and Seasonal Trends: Dibrugarh, Gunakal, and Imphal are the leading cities for orders, with revenue peaking in April and December.

3. Customer Behavior: The average customer spends ₹3,520.98 per order, with most orders placed between 10 AM and 12 PM, and deliveries completed within 5.53 days..

CONCLUSION

the sales analysis highlights significant revenue drivers, including occasions like anniversaries and top-performing categories such as cakes and soft toys. Key cities like Dibrugarh and Gunakal contribute significantly to orders, while seasonal trends show revenue peaking in April and December. Customer behavior insights, including high average spending and peak order times in the morning, provide opportunities to optimize marketing strategies and improve operational efficiency. By focusing on high-demand occasions, key products, and strategic regions, the business can maximize revenue and address fluctuations during off-peak months effectively.

Thank you