

■ Sales Data Analysis Report

Project Overview

This project focuses on analyzing sales data to uncover meaningful business insights related to sales trends, customer behavior, profitability, and payment patterns. The analysis is performed using Excel to support data-driven decision-making.

Dataset Information

- Total Records: 10,000
- Order Date
- Region and City
- Product Category and Sub-category
- Sales, Discounts, and Profit
- Payment Mode
- Delivery Status

Key Insights

Sales Performance: Electronics and Clothing are the highest revenue-generating categories. Online sales outperform offline sales.

Profit Analysis: Highest profit margins are observed in Electronics, especially Laptops and Headphones. Excessive discounts reduce net profit.

Regional Insights: West and Central regions contribute maximum revenue. Tier-1 cities dominate sales volume.

Payment Mode Analysis: UPI and Net Banking are most preferred. COD shows higher returns and cancellations.

Delivery Status Impact: Delivered orders generate highest profit. Cancelled and Returned orders reduce revenue.

Tools Used

Microsoft Excel, Pivot Tables, Charts, Data Cleaning and Analysis

Conclusion

This analysis helps businesses optimize pricing strategies, reduce returns, promote digital payments, and focus on high-performing products and regions.