Executive Summary

This Sales Analysis Dashboard provides a **comprehensive overview of sales performance** using Excel and Power Query.

Key Metrics

- **Total Orders:** 1,000

- **Total Revenue:** ₹35,20,984

- **Average Customer Spend:** ₹3,520.98

- **Order to Delivery Time:** 5.53 days

Key Insights

1. **Top Occasions:** Anniversary and Raksha Bandhan drive the highest sales.

2. **Best Categories:** Colors, Soft Toys, and Sweets generate maximum revenue.

3. **Seasonality:** March & August show festival-driven revenue peaks.

4. **Customer Behavior:** Evening hours (6–9 PM) contribute maximum sales.

5. **Top Products:** Magnam Set and Quia Gift dominate product sales.

6. **Geographic Trends:** Imphal, Dhanbad, and Kavali cities lead in orders.

Conclusion

By combining **Power Query for ETL (Extract, Transform, Load)** and **Excel dashboards for visualization**, this project transforms raw data into **actionable business insights** that support better decision-making in marketing, product strategy, and customer engagement.

🛠 Tools & Techniques Used

- **Power Query**: Data cleaning, transformation, and automation

- **Microsoft Excel**:

  - Pivot Tables & Pivot Charts

  - Interactive Slicers & Filters

  - Conditional Formatting & KPIs

- **Datasets**: Customers, Orders, Products