Flipkart
Case Study

FLIPKART SALES DATA ANALYSIS

Problem Statement

Flipkart is experiencing rapid growth in online orders across India. However, the management does not have a clear, interactive, and visual overview of key business performance indicators such as total sales, category contribution, customer behavior, payment mode preference, and monthly trends.

To make better business decisions, the company needs a single-page interactive Power BI dashboard that summarizes sales performance, identifies top-performing categories, highlights payment trends, and analyzes customer order patterns across different states and months.

Objective of the Project

Design an interactive, visually clean, and beginner-friendly sales dashboard using the provided dataset. The dashboard should help Flipkart understand:

- Monthly sales performance

- State-wise demand

- Category-wise contribution

- Order status distribution

- Payment mode preferences

- Total sales, orders, customers, and average order value

Dataset Description

The dataset contains transaction-level sales data, with the following key fields:
- Order ID
- Order Date
- Month
- State
- Category
- Product
- Quantity
- Price
- Sales Amount
- Payment Mode
- Order Status
- Customer ID
- Year

Business Analysis Questions

1. Which month has the highest sales?

2. Which states contribute most to overall revenue?

3. Which product categories generate maximum sales?

4. What is the distribution of order status (Delivered, Returned, Cancelled)?

5. Which payment mode is most preferred by customers?

6. What is the average order value (AOV)?

7. How many unique customers placed orders?

8. Which category has the highest share in total sales?

Tools Used

Microsoft Excel – Data cleaning & preprocessing

Power BI – Dashboard creation & visualization