

E-commerce Sales Dashboard

Slide 1: Title Slide

- **Title:** E-commerce Sales Dashboard
 - **Subtitle:** Analyzing Sales Performance for Andhra Pradesh (Q1)
 - **Introduction:**
 - This dashboard provides a detailed analysis of sales performance metrics, including amounts, profits, quantities, and trends by categories, payment modes, and customers.
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Slide 2: Overview

- **Key Metrics:**
 - **Total Amount:** 5240
 - **Profit:** 907
 - **Quantity Sold:** 59
 - **Average Order Value (AOV):** 1898
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Slide 3: Regional Performance

- **Sum of Amount by State:**
 - Focused on **Andhra Pradesh**, contributing the entire sales volume of 5240.
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Slide 4: Monthly Profit Trends

- **Bar Chart: Sum of Profit by Month:**
 - **January:** 235
 - **February:** 588 (Peak Month)
 - **March:** 89
 - **Insight:** February shows the highest profit, indicating successful campaigns or sales initiatives.
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Slide 5: Customer Analysis

1. **Bar Chart: Sum of Amount by Customer Name:**
 - **Top Customers:**

- **Krutika** leads with the highest contribution, followed by **Manju, Ankur,** and **Shreya**.
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Slide 6: Payment Mode Distribution

- **Pie Chart: Quantity by Payment Mode:**
 - **EMI:** 27% (Most Popular)
 - **Cash on Delivery (COD):** 25%
 - **Credit Card:** 24%
 - **UPI:** 14%
 - **Debit Card:** 10%
 - **Insight:** EMI and COD dominate as the preferred payment methods.
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Slide 7: Category & Sub-category Insights

1. **Pie Chart: Quantity by Category:**
 - **Clothing:** 54% (Highest Sold)
 - **Electronics:** 27%
 - **Furniture:** 19%
 2. **Bar Chart: Profit by Sub-category:**
 - **Top Profitable Sub-categories:**
 - **Phones** lead with significant margins, followed by **Bookcases** and **Stoles**.
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Slide 8: Key Insights

1. **Regional Analysis:**
 - Andhra Pradesh demonstrates strong sales performance.
2. **Monthly Trends:**
 - February stands out as the most profitable month.
3. **Customer Contribution:**
 - A few key customers drive a significant portion of revenue.
4. **Category Preferences:**
 - Clothing dominates sales in quantity, but phones generate the highest profit.
5. **Payment Preferences:**

- EMI and COD are preferred, showing customer reliance on flexible payment options.
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Slide 9: Recommendations

1. **Leverage Key Months:**
 - Plan promotions or campaigns during February to maximize profits.
 2. **Expand Top Sub-categories:**
 - Increase inventory or focus on **phones** and **bookcases** for higher returns.
 3. **Target High-Spending Customers:**
 - Engage with **Krutika** and similar customers for repeat purchases.
 4. **Promote Payment Modes:**
 - Offer discounts or cashback for EMI and COD to boost sales.
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Slide 10: Closing

- **Summary:**
 - The dashboard reveals clear trends and actionable insights into e-commerce performance.
 - Focusing on high-profit months, top categories, and customer preferences will drive future growth.