Project – (24) Predictive Sales Revenue Modeling for E-commerce Growth

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https://github.com/Yashkalyankar/Predictive-Sales-Revenue-Modeling-for-E-commerce-Growth.git

Dashboard Overview:-

- Title:- "YASH ECOMMERCE SALES DASHBOARD"
  This indicates the dashboard focuses on sales analysis
  for an e-commerce business named "YASH."

- **Filters:** The dashboard includes filters for "Quarter" (Qtr
  1, Qtr 2, Qtr 3, Qtr 4) and "State" (currently filtered to
  "Andhra Pradesh"). This allows for segmented analysis
  of sales data.

- **Key Metrics (Cards):**

- **161K (Sum of Amount):** Total sales amount for the
  filtered period and location.
- **26K (Sum of Profit):** Total profit generated.
- **2008 (Sum of Quantity):** Total number of items sold.
- **44K (Sum of AOV):** Total Average Order Value.

- **Visualizations and Insights:**

  1. **Sum of Profit by Month (Bar Chart):**
     - Shows the trend of profit over the months (January,
       February, March) within the selected quarter.
     - This helps identify monthly fluctuations and
       potential seasonality within the quarter.
  2. **Sum of Amount by State (Bar Chart):**
     - Compares sales amounts across different states.
     - Helps identify top-performing states and potential
       areas for growth.
  3. **Sum of Quantity by Category (Donut Chart):**
     - Shows the distribution of sales quantities across
       different product categories (Furniture, Electronics,
       Clothing).

- Highlights the most popular categories and their contribution to overall sales.

4. **Sum of Amount by CustomerName (Bar Chart):**
   - Shows sales amounts generated by individual customers.
   - Helps identify high-value customers and potential for customer loyalty programs.

5. **Sum of Quantity by PaymentMode (Donut Chart):**
   - Shows the distribution of payment methods used by customers (Credit, EMI, COD, Debit Card, UPI).
   - Provides insights into customer payment preferences.

6. **Sum of Profit by Sub-Category (Bar Chart):**
   - The profit generated by product sub-categories.
   - This is very useful to see which sub categories are the most profitable.

- **How This Relates to Predictive Sales Revenue Modeling:**

- **Historical Data:** The dashboard provides a snapshot of historical sales data, which is crucial for building predictive models.
- **Trend Analysis:** The "Sum of Profit by Month" chart helps identify trends and seasonality, which are important factors in forecasting.
- **Segmentation:** The filters and visualizations allow for segmenting data by quarter, state, category, customer, and payment method. This segmentation is essential for building accurate and granular predictive models.
- **Key Drivers:** The visualizations highlight key drivers of sales, such as product categories, customer behavior, and

payment preferences. These drivers can be incorporated into predictive models to improve accuracy.

- **KPIs:** The key metrics (cards) provide a baseline for evaluating the performance of the predictive model and tracking progress towards sales goals.

In summary, the provided dashboard offers valuable insights into e-commerce sales performance. By leveraging this data and incorporating advanced analytics techniques, businesses can develop accurate predictive models to drive growth.