Executive Summary: Sales Analysis Project

Objective:

The Sales Analysis project leverages advanced Excel capabilities to provide a comprehensive overview of sales performance. The objective is to analyse revenue trends, customer behaviour, product performance, and operational efficiency to identify actionable business insights and opportunities for growth.

Key Metrics:

1. **Total Revenue:** ₹35,20,984
2. **Average Customer Spent:** ₹3,520.98
3. **Total Orders:** 1,000
4. **Average Order Delivery Time:** 5.53 days

Insights:

1. **Revenue Trends:**
    - Revenue is highest during the evening hours, suggesting a preference for after-hours shopping.
    - Occasions such as **Anniversaries** and **Raksha Bandhan** drive the most sales, followed by **Valentine's Day** and **Birthdays**.
2. **Top Performers:**
    - **Top 5 Products by Revenue:** Includes "Deserunt Box," "Dolores Gift," and "Magna mSet."
    - **Top Cities:** Cities like **Delhi NCR**, **Mumbai**, and **Bangalore** generate the highest order volumes.
3. **Category Performance:**
    - The **Cakes** category dominates revenue, followed by **soft toys** and **sweets.**
    - Niche categories like **plants** and **mugs** offer potential growth opportunities.
4. **Seasonal Patterns:**
    - Sales peak in **August** and **December**, aligning with key festive and celebratory periods.
    - Steady growth in **February** is attributed to Valentine's Day campaigns.
5. **Delivery Insights:**
    - Analysed the correlation between **quantity ordered** and **delivery time**, revealing no linear relationship (correlation coefficient: **0.0034**). This indicates that delivery time is independent of order size.

Technical Implementation:

- **Data Preprocessing:**
    - Used **Power Query** for cleaning and transforming raw data, ensuring consistency and accuracy.
    - Addressed missing or inconsistent data points for high-quality analysis.
- **Data Modeling:**
    - Leveraged **Power Pivot** to create relationships across tables, enabling seamless calculations and dynamic reporting.
    - Developed custom measures and KPIs for revenue, customer spending, and order efficiency.
- **Excel Features:**
    - Built interactive slicers for **Order Date**, **Delivery Date**, and **Occasions**, empowering stakeholders to explore data dynamically.
    - Created dashboards with clear visualizations, including line charts, bar charts, and KPI cards, for intuitive data interpretation.

Recommendations:

1. **Enhance Marketing in Top Cities:** Focus on Delhi NCR, Mumbai, and Bangalore to boost sales in high-performing regions.
2. **Scale Up Successful Categories:** Expand offerings in the **Cakes** and **soft toys** categories, leveraging their popularity.
3. **Improve Delivery Operations:** Investigate outliers in delivery times to identify and address inefficiencies.
4. **Seasonal Promotions:** Capitalize on months like **August** and **December** with targeted marketing to maximize revenue.

Conclusion:

This Excel-based Sales Analysis project demonstrates the effective use of advanced tools like Power Query and Power Pivot to derive actionable insights. The interactive dashboard provides a clear view of sales performance, equipping stakeholders with the knowledge needed to make data-driven decisions. The project highlights expertise in data processing, modeling, and visualization, making it a valuable asset for strategic planning and business growth.