Sales & Order Performance Analysis (Excel)

This project focuses on analyzing sales and order data using Microsoft Excel to derive meaningful business insights. The objective is to understand sales trends, customer behavior, channel performance, and order fulfillment efficiency. An interactive Excel dashboard was developed to present the analysis in a clear, structured, and visually engaging manner to support data-driven decision-making.

Objective

The primary objectives of this project are to:

- Analyze monthly sales revenue and order volume trends
- Understand customer behavior based on gender and age group
- Identify top-performing sales channels and cities
- Evaluate order delivery and fulfillment performance

Dataset Description

The dataset contains retail sales and order information with the following key attributes:

- Order ID
- Order Month
- Sales Amount
- Gender
- Age Group
- City
- Sales Channel
- Order Status

The data spans multiple months, enabling effective trend and performance analysis.

Data Preparation

Prior to analysis, the dataset was cleaned and structured using Microsoft Excel to ensure accuracy and reliability. The following steps were performed:

- Removal of duplicate records
- Handling of missing and inconsistent values
- Organization of data using Excel tables
- Creation of calculated columns where required

These steps ensured the dataset was analysis-ready and suitable for dashboard development.

Tools & Techniques Used

The analysis and dashboard creation were carried out using the following Excel features:

- Pivot Tables
- Pivot Charts
- Slicers for interactive filtering
- Basic Excel formulas
- Dashboard design and layout techniques

Dashboard Analysis

Sales vs Orders Trend

Finding:
Monthly analysis shows that sales and order volumes are higher during the initial months and gradually decline toward the end of the year, indicating seasonal sales patterns.

Order Status Analysis

Finding:
The majority of orders are successfully delivered, while cancellations, returns, and refunds represent a very small proportion, reflecting strong operational efficiency.

Gender-wise Sales Performance

Finding:
Female customers contribute a higher share of total sales compared to male customers, highlighting a key customer segment.

Top 5 Cities by Sales

Finding:
Metro cities such as Bengaluru and Hyderabad generate the highest sales revenue, demonstrating strong urban market performance.

Channel-wise Orders

Finding:
Amazon emerges as the top-performing sales channel, followed by Myntra and Flipkart.

Age Group vs Gender Analysis

Finding:
The Adult age group places the highest number of orders across both genders, making it the most valuable customer segment.

Key Insights

- **Women customers are the highest contributors to total sales**
- **Amazon is the leading sales channel**
- **Adult customers dominate overall order volume**
- **Metro cities generate maximum revenue**
- **Order delivery success rate is exceptionally high**

Business Recommendations

- Focus marketing efforts on high-performing channels such as Amazon
- Design targeted campaigns for women customers to increase engagement
- Strengthen business presence in top-performing metro cities
- Plan promotional activities during high-sales months to maximize revenue

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Conclusion

This project demonstrates the effective use of Microsoft Excel for sales and order analysis through interactive dashboards. The insights derived help in understanding customer behavior, identifying high-performing markets and channels, and evaluating operational performance. Such dashboards enable businesses to make informed, data-driven decisions in a clear and efficient manner.