E-Commerce Sales Performance Analysis Case Study

# Data Overview

The dataset contains 2,000 transactions with the following variables: Order ID, Product Name, Product Category, Unit Price, Quantity, Total Sales, Customer ID, Order Date, Shipping Mode, and Order Status.

# Tasks

* Sales Trend Analysis: Visualize monthly sales revenue to understand the sales trend over time.
* Product Category Performance: Analyze the total sales and number of orders by product category.
* Customer Purchase Behavior: Examine the distribution of order quantities to understand purchase sizes.
* Shipping Mode Preference: Assess the popularity of different shipping modes.
* Order Status Insights: Evaluate the proportion of orders in each status to gauge satisfaction and efficiency.

# Steps for Visualization in Excel

* Prepare the Data: Ensure the data is clean and formatted correctly.
* Create Pivot Tables: Use Pivot Tables to aggregate data by various dimensions.
* Generate Charts: For trend analysis, use Line Charts, Pie Charts for distributions, and Bar Charts for comparisons.
* Analyze and Interpret: Look for patterns, outliers, or notable insights in the visualizations.
* Presentation and Reporting: Compile the charts into a dashboard and accompany with brief descriptions.

# Deliverables

- An Excel workbook containing Pivot Tables summarizing key data, and Charts visualizing various aspects of the data.

- A summary report with interpretations of the visualizations, highlighting key insights and potential action items for the business.