As part of my journey in data analytics, I have just completed **E-Commerce Sales Analysis Dashboard** using Microsoft Excel — designed to monitor sales performance, track KPIs, and generate actionable insights for business growth.

**Here’s what I included in this project:**  
🔹 **KPI-1:** Total Sales Calculation  
🔹 **KPI-2:** Number of Orders  
🔹 **KPI-3:** Average Sales per Order  
🔹 **KPI-4:** Men vs Women Sales Ratio  
🔹 **KPI-5:** Order Delivery Status

**📈 Visualizations Used:**

* **Line + Column Chart:** Sales vs Order Status (Month-wise)
* **Donut Chart:** Order Delivery Status Breakdown
* **Pie Chart:** Men vs Women Sales Contribution
* **Horizontal Bar Chart:** Sales Performance of Top 5 Cities
* **Stacked Bar Chart:** Order Comparison by Age Group & Gender
* **Treemap:** Channel-Wise Sales (Top 5)

**🎯 Insights:**

* Women contributed **64%** of total sales, compared to **36%** from men.
* Most orders were delivered successfully (**92%**), with minimal returns and cancellations.
* **Chittagong** topped city-wise sales, followed by **Patuakhali** and **Brahmanbaria**.
* **Pickaboo** emerged as the highest sales channel, followed by **PriyoShop** and **AjkerDeal**.

**📌 Tools Used:** Excel, Pivot Tables, Charts, Slicers, Dashboard Design