📌 Project Title:

E-commerce Sales Performance Analysis

🧠 Executive Summary:

This report provides a comprehensive analysis of sales performance for an e-commerce business across multiple countries. The analysis includes key metrics, visual dashboards, and actionable business insights. The goal is to understand customer behavior, optimize product offerings, and improve operational efficiency.

🎯 Objectives:

- Identify top-performing and underperforming products and categories.

- Analyze customer preferences per country.

- Evaluate order status trends (Delivered, Cancelled, Returned, etc.).

- Measure shipping efficiency across regions.

- Visualize sales performance with interactive dashboards.

📂 Data Source & Tools Used:

- **Data Source:** E-commerce order dataset

- **Tools:** Microsoft Excel (Pivot Tables, Charts, Slicers)

🧹 Data Cleaning Summary:

- Removed duplicates, fixed date and country formatting.

- Handled missing values in product and revenue fields.

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📊 Key Performance Indicators (KPIs):

Metric	Value
Total Orders	8,500
Total Revenue	$15,934,850
Total Items Sold	17,542
Average Shipping Time	3 Days

🌍 Country-Specific Insights:

🇪🇬 Egypt:

- Top Items: Smart Watch

- Top Categories: Electronics

🇸🇦 Saudi Arabia:

- Top Items: Smart Watch

- Top Categories: Electronics

🇲🇦 Morocco:

- Top Items: Smart Watch

- Top Categories: Electronics

🇹🇳 Tunisia:

- Top Items: Smart Watch

- Top Categories: Electronics

🇦🇪 UAE:

- Top Items: Smart Watch

- Top Categories: Electronics

📦 Product & Category Performance:

- **Best Selling Categories:** Electronics

- **Worst Selling Categories:** Foot Wear

- **Best Selling Products:** Leather Handbag

- **Worst Selling Products:** Sneakers

💰 Revenue Insights:

Type	Highest	Lowest
Revenue by Product	Smart Watch	Phone Case
Revenue by Category	Electronics	Access ories
Revenue by Country	Morocco	Egypt

💳 Order & Payment Insights:

- **Order Status Distribution:**

  - Delivered: 5940

  - Cancelled: 828

  - Returned: 868

  - Pending: 864

🚚 Shipping Insights (by Country):

Metric	Most	Least
Deliveries	No Significant Variance	Tunisia
Returns	Tunisia	No Significant Variance
Pending	Tunisia	No Significant Variance
Cancellations	Tunisia	UAE

📈 Dashboard Highlights:

Included visual elements:

- Quantity of Orders by Country
- Total Revenue by Category & Product
- Units Sold per Product & Country
- Payment Method Distribution
- Order Status Distribution

Interactive Elements:

- Slicers for **Category**, **Country**, and **Status**

📌 Business Recommendations:

- Focus marketing efforts on best-selling categories in each country.
- Optimize shipping process in countries with high delays.
- Investigate logistics issues in Tunisia – high return & pending rates

- Launch promotional campaign for leather handbags in Morocco where demand is high

- Consider removing or promoting worst-performing products differently.

🧾 Conclusion:

This analysis offers a complete view of sales operations across key markets. Using these insights, businesses can take better decisions to boost revenue, customer satisfaction, and operational efficiency.

◆ Appendix

- E-commerce Store Project.xlsx