Sales Analytics Sprint - Hackathon Presentation

BY CASSIUS COLACO

TEAM NAME - GOATCODER

Key Performance Indicators (KPIs)

- Total Revenue
- Number of Unique Customers
- Average Sale per Customer
- Monthly Sales
- Top Performing Cities
- Top 5 Products by Sales

Key Performance Indicators (KPIs)

- ☑ Total Revenue: Rs. 8,850

- ☑ Unique Customers: 6

- ☑ Avg Sale per Customer: Rs. 1,475

- ☑ Monthly Sales: Aug - Rs. 2,850, Sep - Rs. 3,900, Oct - Rs. 2,100

- ☑ Top Cities: Mumbai, Delhi, Bangalore

- ☑ Top Products: Jeans, Watch, T-Shirt, Shoes, Bag

SQL-Based Data Insights

▶ ☑ Mumbai generated over 40% of total revenue.

▶ ☑ Top 3 customers contributed heavily to revenue.

▶ ☑ Sales peaked in September, declined in October.

▶ ☑ Inactive customers detected for re-engagement.

▶ ☑ Average age by city guides demographic targeting.

Excel Dashboard Highlights

- KPI SUMMARY TABLE

- MONTHLY SALES LINE CHART

- TOP 5 PRODUCTS BAR CHART

- INTERACTIVE SLICERS (CITY & PRODUCT)

Sales Analytics Dashboard

Total Revenue ₹8,850
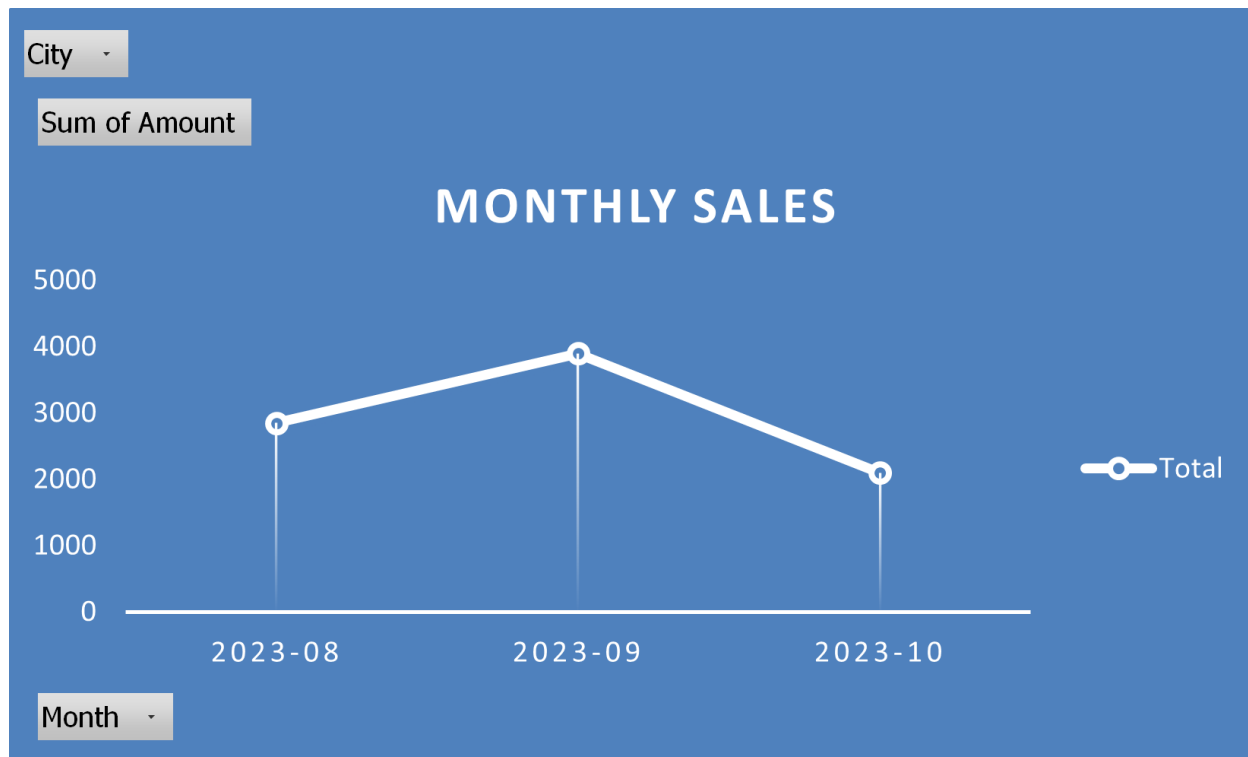**Unique Customers** 6
Average Sale per Customer ₹1,475

Monthly Sales	
Month	Revenue
2023-08	₹2,850
2023-09	₹3,900
2023-10	₹2,100

Top 3 Cities by Sales	
City	Total Sales
Bangalore	₹1,700
Delhi	₹2,150
Mumbai	₹3,650

Top 5 Products	
Product	Total Sales
Bag	₹950
Jeans	₹3,150
Shoes	₹1,200
T-Shirt	₹1,350
Watch	₹1,800

MONTHLY SALES TREND

— Monthly Sales

TOTAL

■ Total
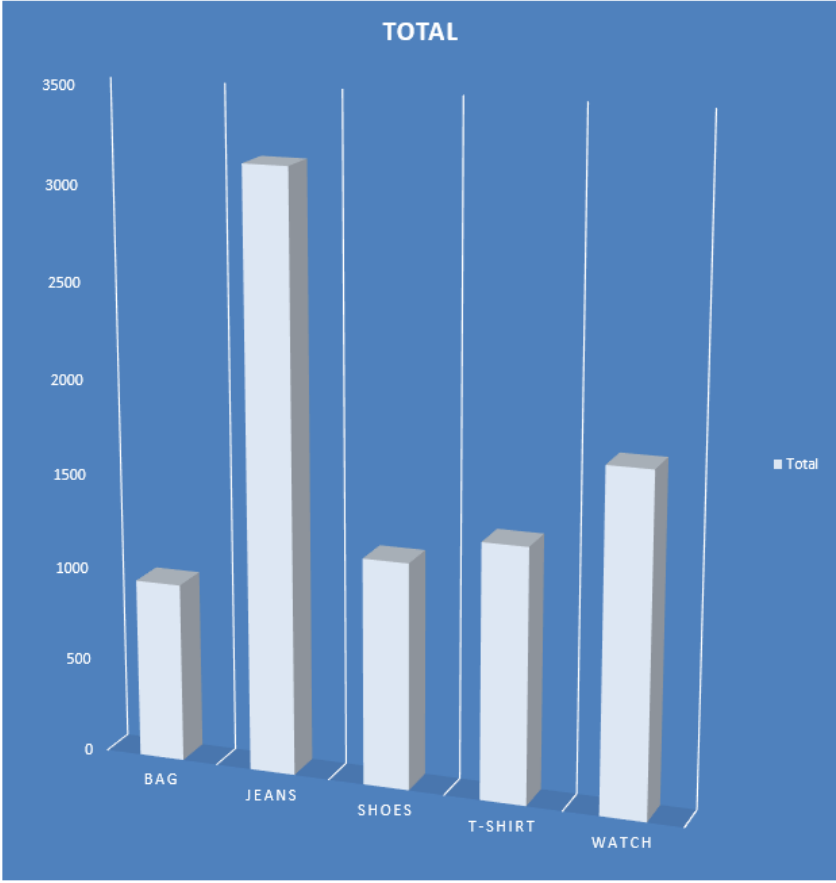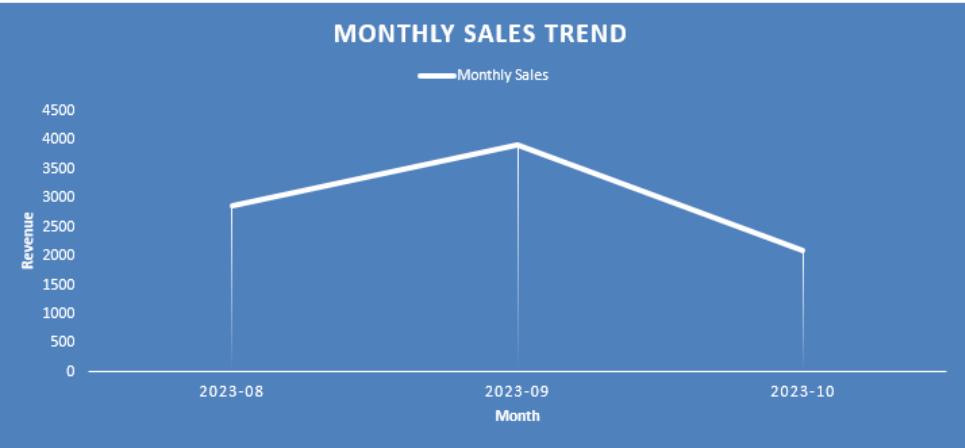
Month-by-Month Revenue Insights
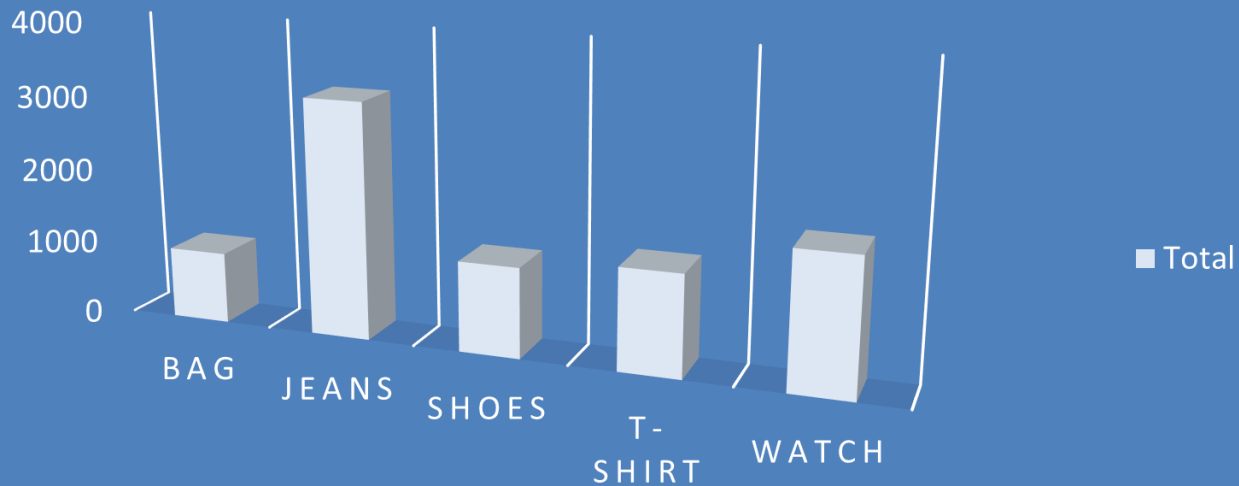
High Performers: Top Products by Sales

Challenges Faced

- 1. Merging disparate datasets from Sales and Customers

- 2. Normalizing date fields for monthly aggregation

- 3. Implementing slicers and dynamic visuals in Excel

Solutions and Workarounds

- ✓ Used pandas to clean and merge data accurately

- ✓ Converted date fields to standard YYYY-MM format

- ✓ Structured Excel sheets to support pivot tables and slicers

Conclusion

- Built a comprehensive, interactive sales dashboard

- Delivered actionable insights through SQL and Excel

- Positioned the solution for real-world marketing & strategy decisions