CODEALPHA INTERNSHIP PROJECT REPORT

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Project Title: E-commerce Sales Data Analysis and Dashboard
Tool Used: Microsoft Excel

Introduction

This project, completed under the CodeAlpha Data Analytics Internship, focuses on analyzing e-commerce sales data to identify patterns, high-performing regions, and key business insights. The project leverages Microsoft Excel for data cleaning, exploratory analysis, and interactive dashboard creation.

Task 2 – Exploratory Data Analysis (EDA)

- Cleaned dataset by removing blanks, duplicates, and formatting errors.
- Converted data types and standardized date formats for accurate analysis.
- Identified that the United Kingdom generated the highest sales.
- Observed peak sales during November and December months.
- Calculated KPIs: Total Sales, Total Quantity Sold, and Average Order Value.
- Filtered outliers and negative quantities to ensure data accuracy.

Task 3 – Data Visualization

- Designed a clean Excel dashboard using KPI cards and charts.
- Added bar and column charts to highlight top products and countries.
- Used line chart for monthly sales trends and pie chart for region sales share.
- Implemented dynamic slicers for Country, Month, and Product Category to filter data interactively.

Key Insights

- United Kingdom contributed the majority of total sales revenue.
- Top products and categories accounted for over 60% of total sales.
- Strong seasonal trends observed in Q4 indicating increased demand.

Conclusion

The analysis and dashboard effectively reveal important sales patterns and business trends. This project strengthened my ability to perform analytical and visualization tasks using Microsoft Excel, and aligns with CodeAlpha's Data Analytics Internship objectives.

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Submitted to: CodeAlpha Data Analytics Internship Program