



E-COMMERCE SALES ANALYSIS

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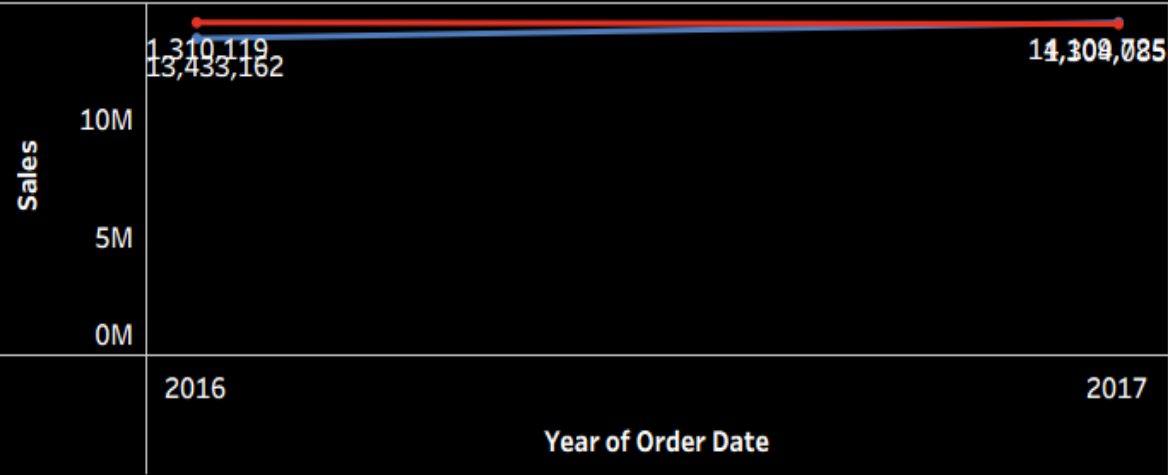
PRESENTED BY TUSHAR GAIKWAD

OBJECTIVE

- To analyze E-commerce sales using Tableau dashboards.
- To evaluate **sales trends, customer segments, product performance, and profitability.**
- To identify **top-performing and underperforming areas** for better decision-making.

Sales Performance

Sales Trend Over Time



Total Profit Per Order

2,614,204

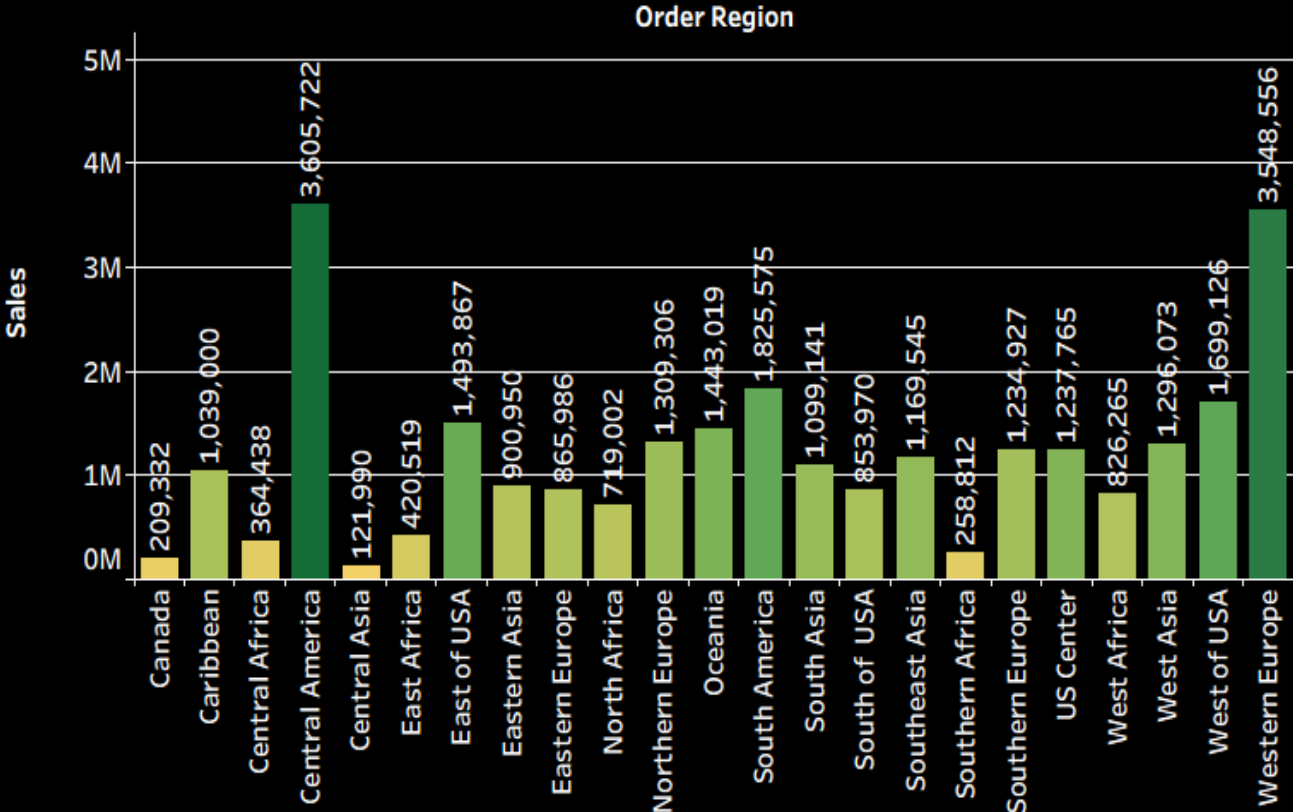
Total Sales

27,542,887

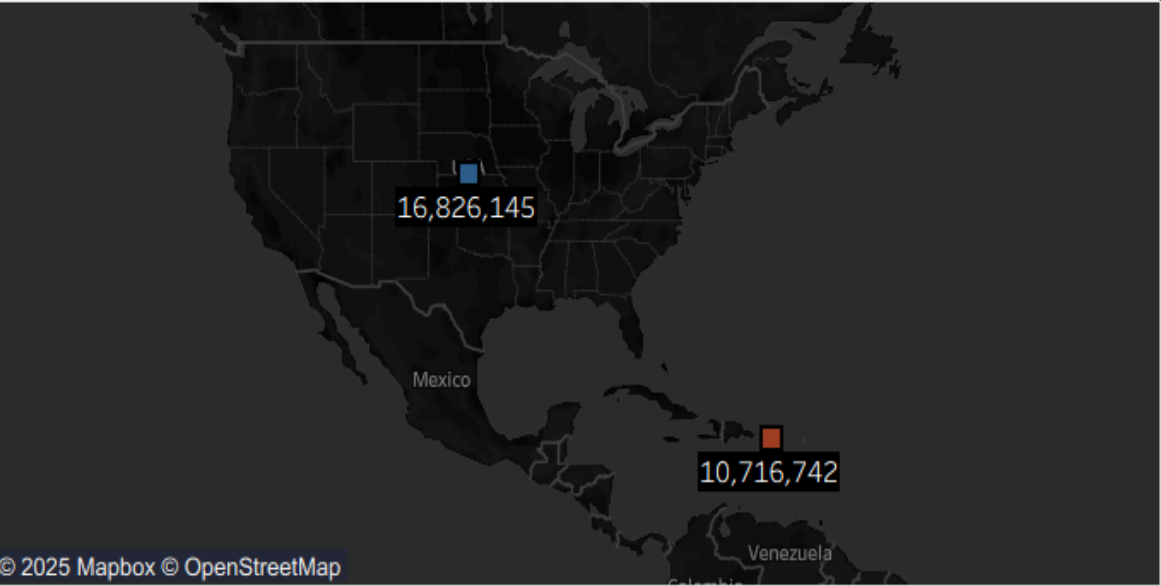
Total Order Quantity

2,95,330

Sales by Region

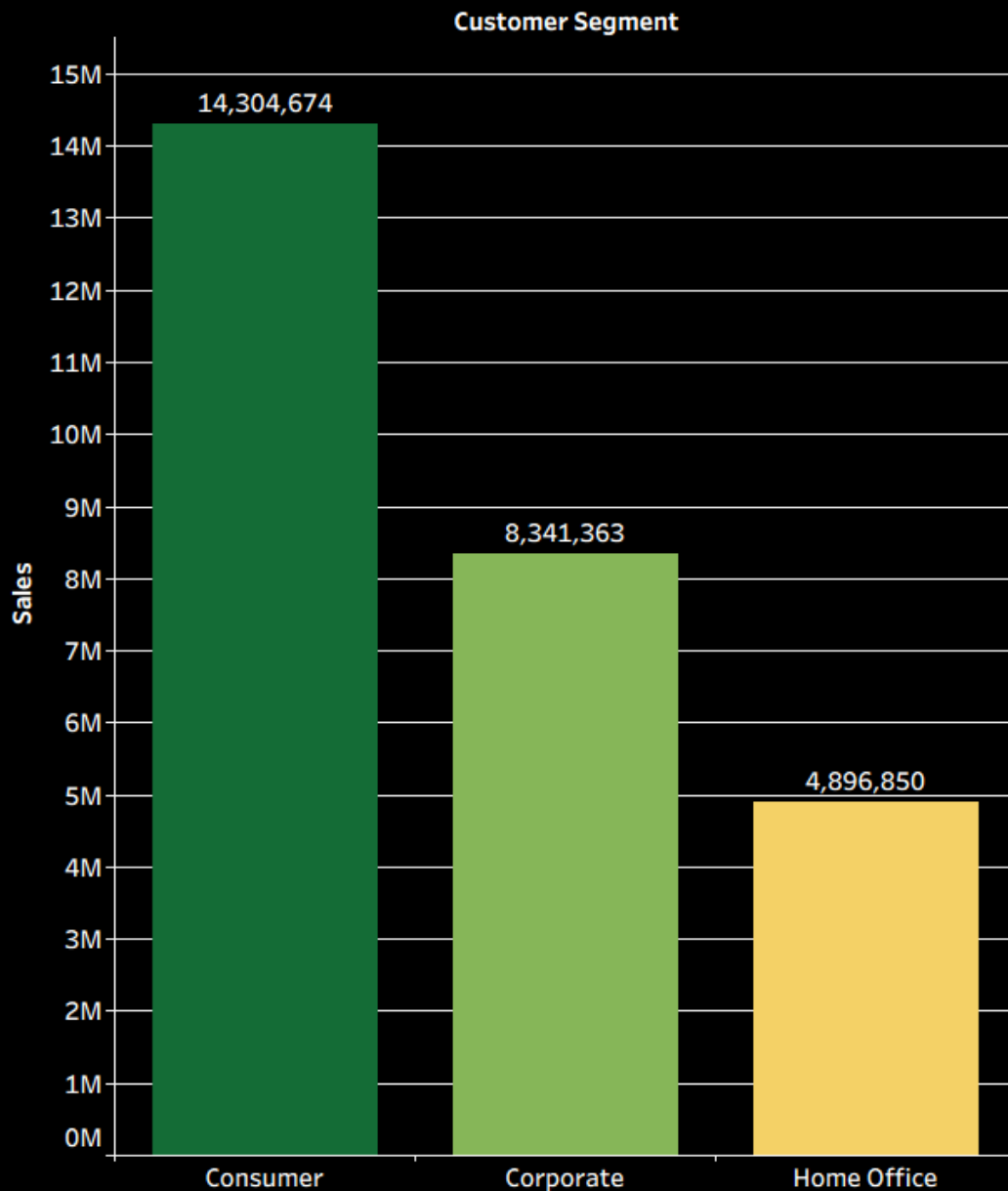


Sales by Country

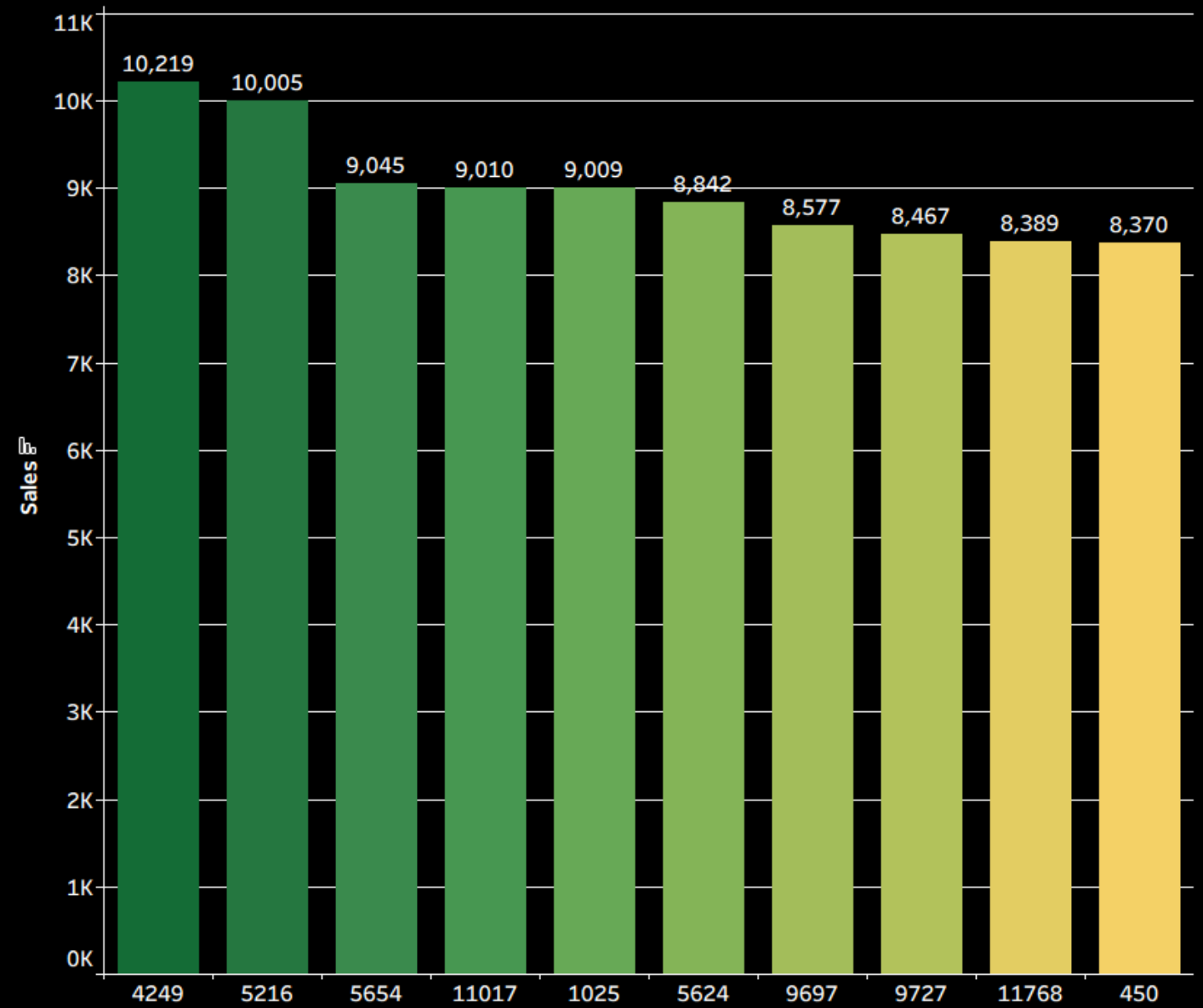


Customer Insights Dashboard

Sales by Customer Segment

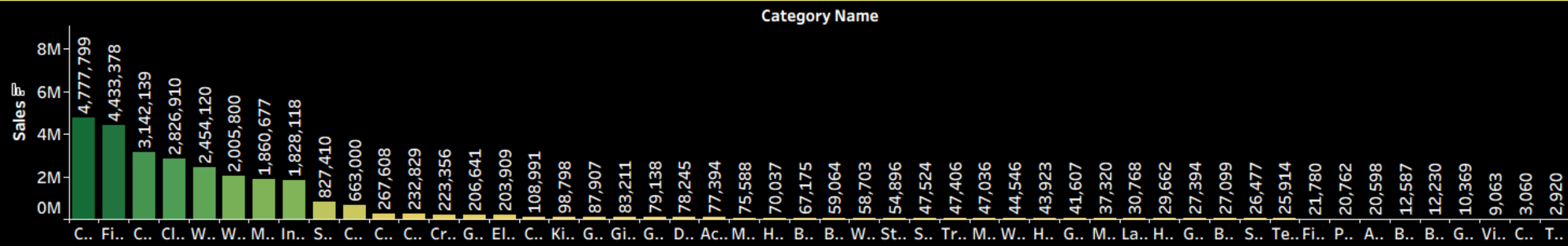


Top 10 Customers by Sales



Product Performance Dashboard

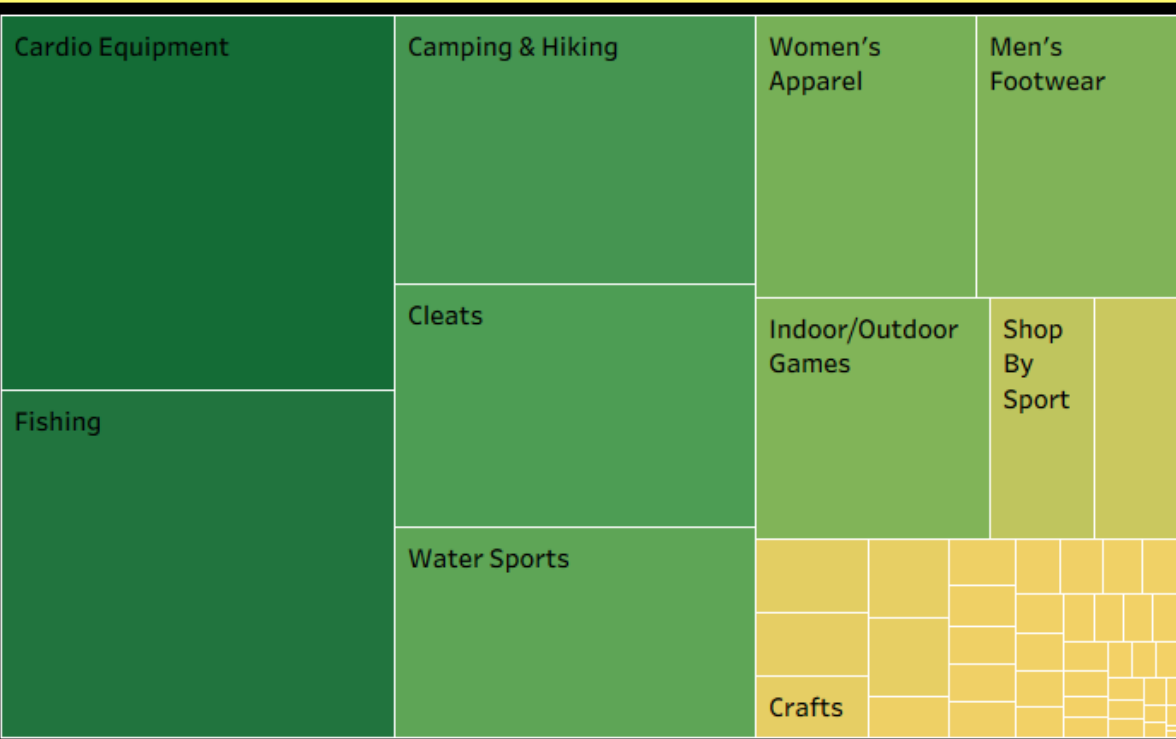
Sales by Category



Profit vs Sales (Scatter Plot)

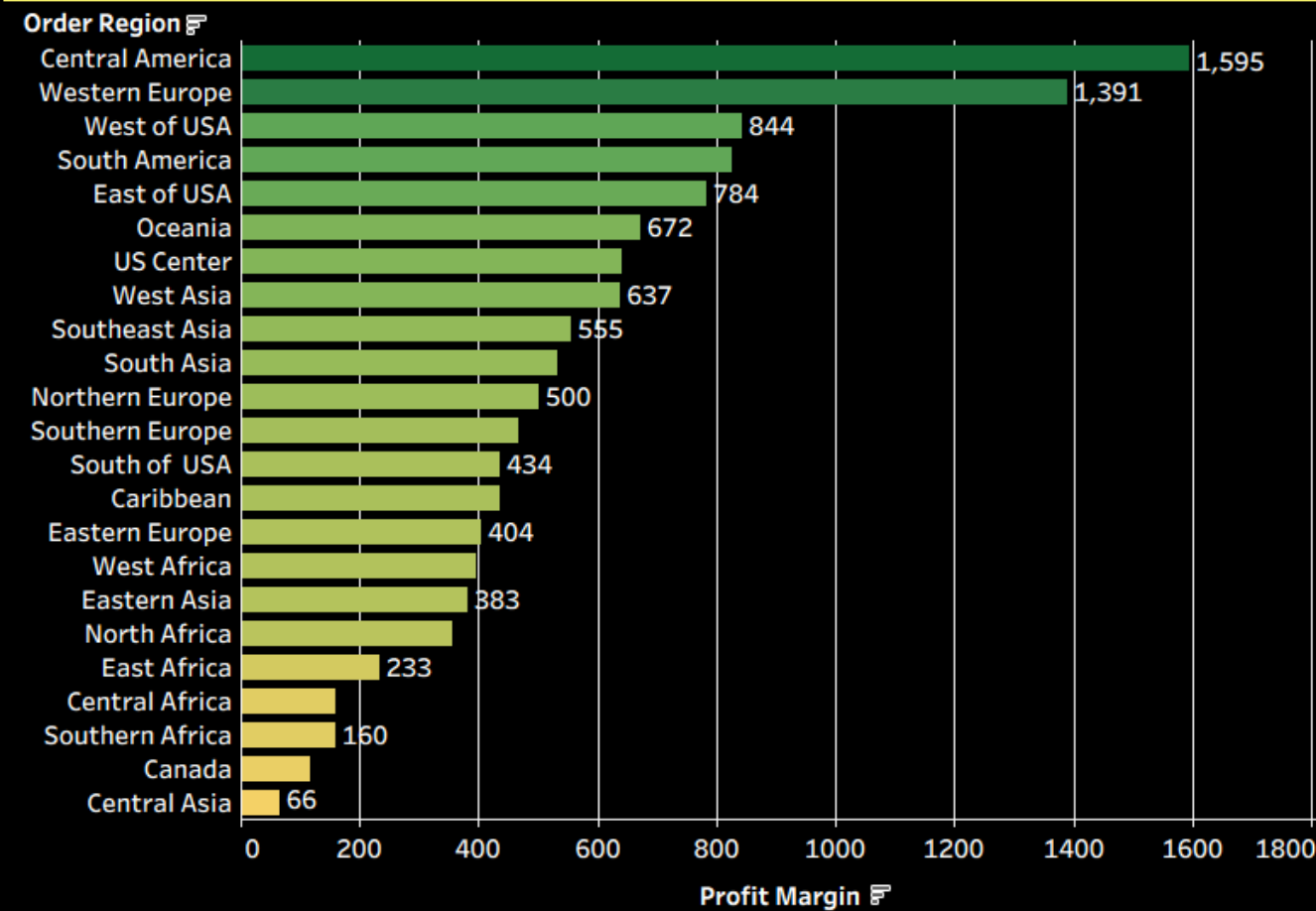


Tree Map (Product Sales)

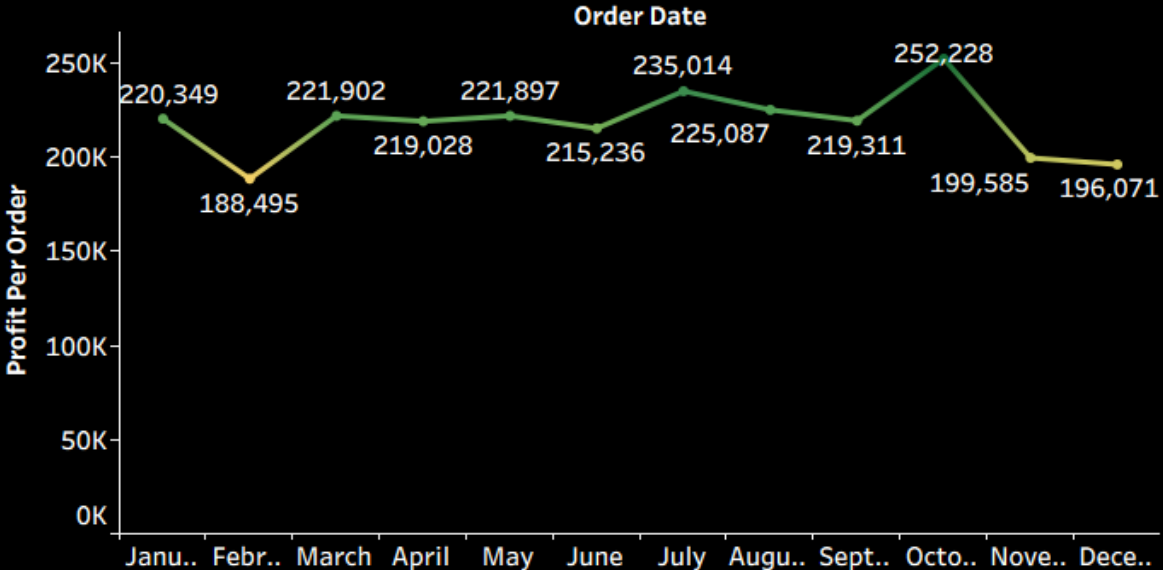


Profitability Dashboard

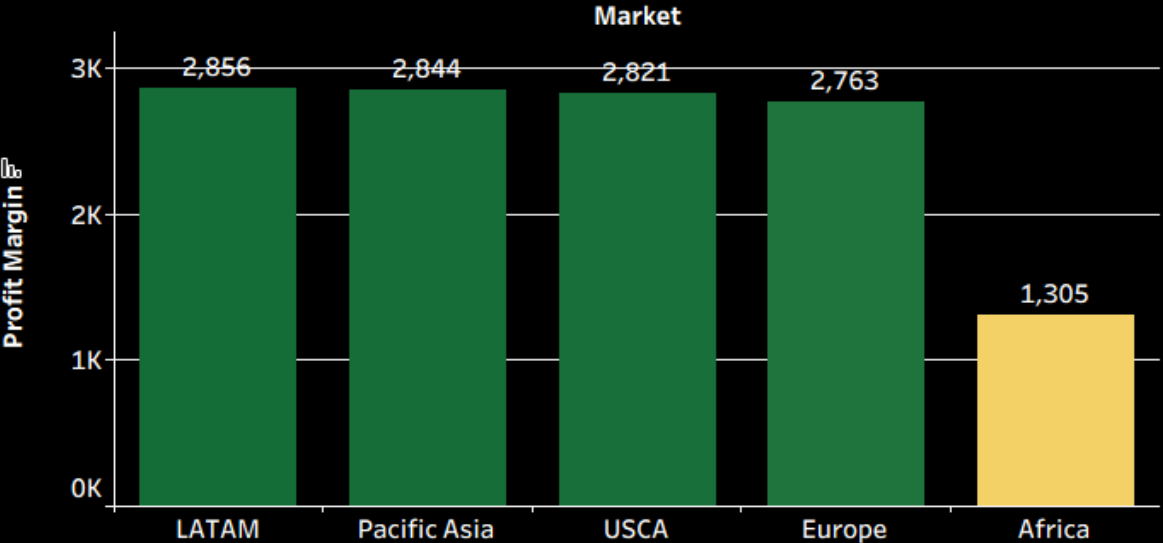
Profit Margin by Region



Profit Trend Over Time



Profit Margin by Market



PROBLEM STATEMENT

- Businesses struggle to track **sales, customers, and product profitability** across multiple regions.
- Lack of clear insights into **top customers, categories, and profit margins**.
- Decision-making is often based on assumptions instead of data.

KEY FINDINGS

-  Sales are growing over time with strong contribution from **Consumer segment**.
-  **North America & LATAM** markets generated highest revenue.
-  Categories like **Camping & Hiking** and **Hunting & Shooting** performed strongly.
-  Some products showed **low profit margins** despite high sales.
-  A few **top customers** contributed major share of sales.

CONCLUSION

- Tableau dashboards provided a **clear, interactive view** of sales, customers, products, and profitability.
- Helped uncover **key customers, profitable categories, and high-revenue markets.**
- Enables management to take **data-driven business decisions.**

The background features a light beige color with faint, stylized graphics. There are two orange shopping carts, one on the left and one on the right. Several upward-pointing arrows in orange and purple are scattered across the image. Currency symbols, including a purple Euro symbol (€) and two purple dollar symbols (\$), are also present. On the left side, there is a vertical stack of binary code (01, 01, 110, 010) in a light blue color. The text "THANK YOU" is centered in a bold, black, serif font with a white outline.

THANK YOU