Electronic Sales Report – Sept 2023 to Sept 2024

SUMMERY

This report analyzes electronic sales from September 2023 to September 2024, focusing on revenue trends, product performance, customer behavior, and operational efficiency. We found that May **2024** was the highest-performing month, accounting for 11% of annual revenue.Non Loyal members contributed 78% of total sales and , and cancellations and completion were highest for Standard **deliveries**, suggesting optimization opportunities.

INTRODUCTION

This report examines trends and insights from the electronic sales data spanning September 2023 to September 2024. The goal is to identify areas for growth, highlight operational inefficiencies, and provide actionable recommendations.

METHODOLOGY

- **Jupyter Notebook** for data preprocessing and analysis
- **SQL Queries** for deep data extraction
- **Power BI** for dashboard creation and visualization

KEY FINDINGS AND INSIGHTS

A. **Sales Performance Insights**

- **Total Revenue**: 58.52 million
- **Best Sales Month**: May 2024
- **ADD-ON TOTAL**: 1 million

B. **Product Performance Insights**

- **Top-Selling Product Category**: Smartphones
- **Low-Performing Products**: Headphones

C. **Customer Behavior Insights**

- **Loyalty members**: 22% of sales came from loyal customers.
- **Non-loyalty members**: 78% of non-loyal customers made at least 3 purchases.

D. **Shipping and Fulfillment Insights**

- **Most Used Shipping Method**: Standard Shipping (4.4k).
- **Highest Cancellation Rate**: Same-Day Shipping ,standard,express.