

Online Store Sales Project Documentation

Project Objective: Analyzing different sales trend based on the given dataset using dashboard.

Dataset Description: The dataset contains 1201 rows and 14 columns containing details of orders, products, customers and sales data.

Column Description

Column Name	Description
Order ID	ID of each order
Date	Order Date
Month	Order month
Customer ID	ID of each customer
Product	Product Name
Quantity	Quantity sold
Unit Price	Price of each product
Shipping Address	Address of the customers
Payment Method	Mode of payment
Order Status	Delivery status of the product
Tracking Number	Order tracking number
Items In Cart	No. of Items in cart

Coupon Code	Coupon code
Referral Source	Source of Reference
Total Price	Total sales amount

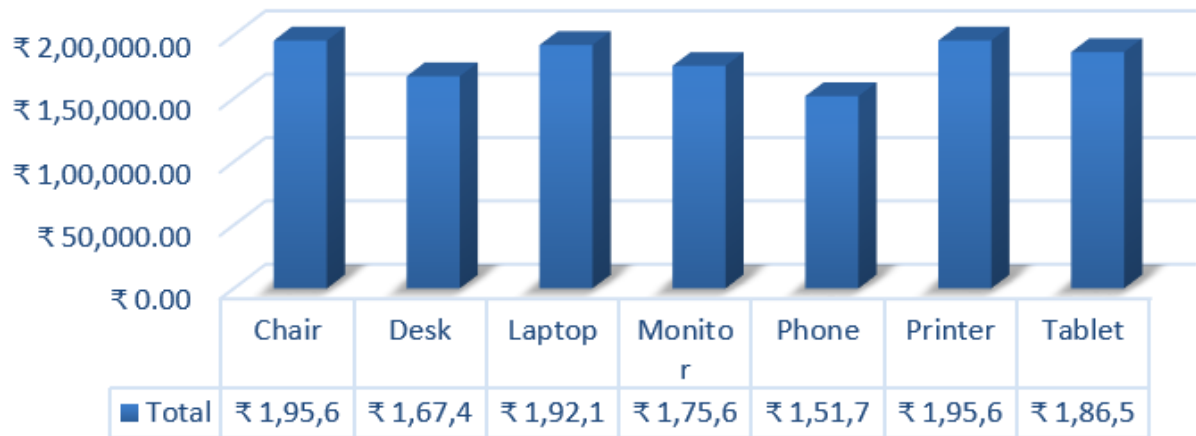
Data cleaning & transformation:

- Converted given dataset into table format
- Changed datatypes for every single column
- Sorted date column in ascending order
- Created new column named "Month" using formula
=TEXT(B2,"mmm")
- Found missing values in coupon code column and replaced with "Null" using formula
=IF(ISBLANK(M2),"Null",M2)
- Added a new sheet and named Descriptive statistics and copied product column, Quantity column, Unit Price column and Total price column from the given dataset.
- Calculated Mean, Median, Mode, Sum, Count and all other calculations using Analysis Toolpak.

Visualization and Insights Arrived with screenshot of visualization

- Comparing Products and Total sales **Chair** and **Printer** ranked **High** in sales whereas **Phone** ranked **Least** in sales.

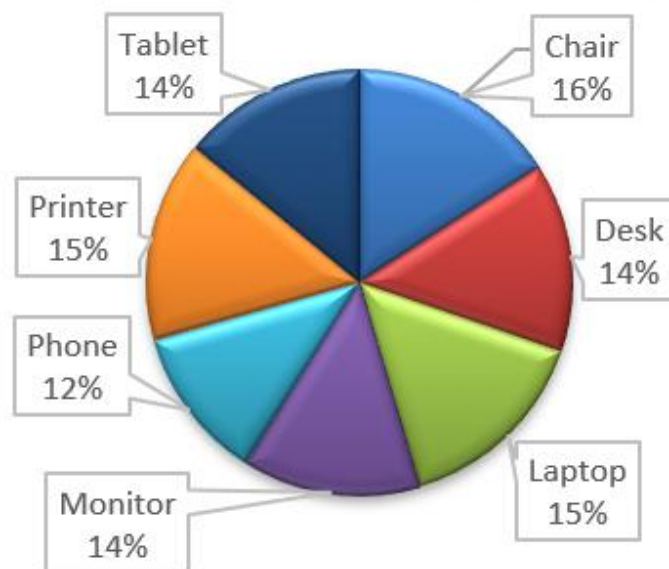
Products Vs Total sales



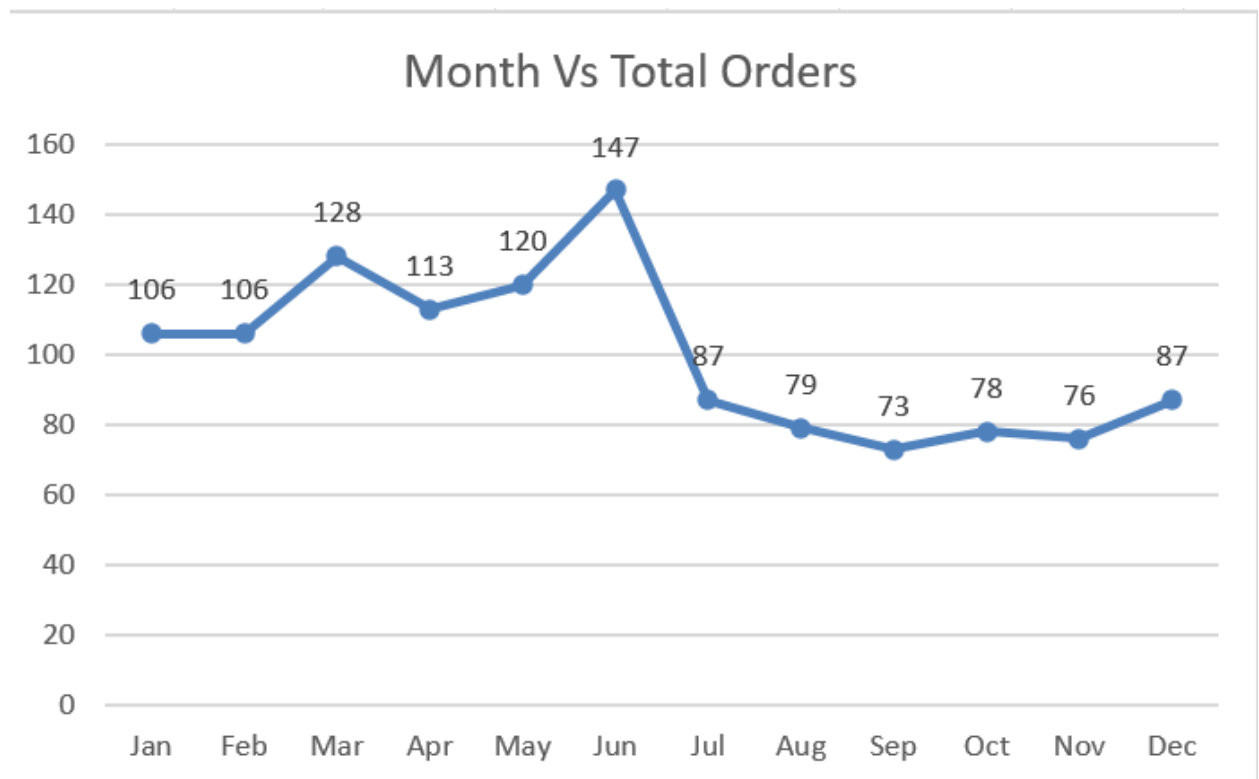
- Comparing Products and Quantity sold **Chairs** sold in **Higher** quantity whereas **Phone** sold in **Least** quantity.

Products Vs Total Quantity

■ Chair
 ■ Desk
 ■ Laptop
 ■ Monitor
 ■ Phone
 ■ Printer
 ■ Tablet

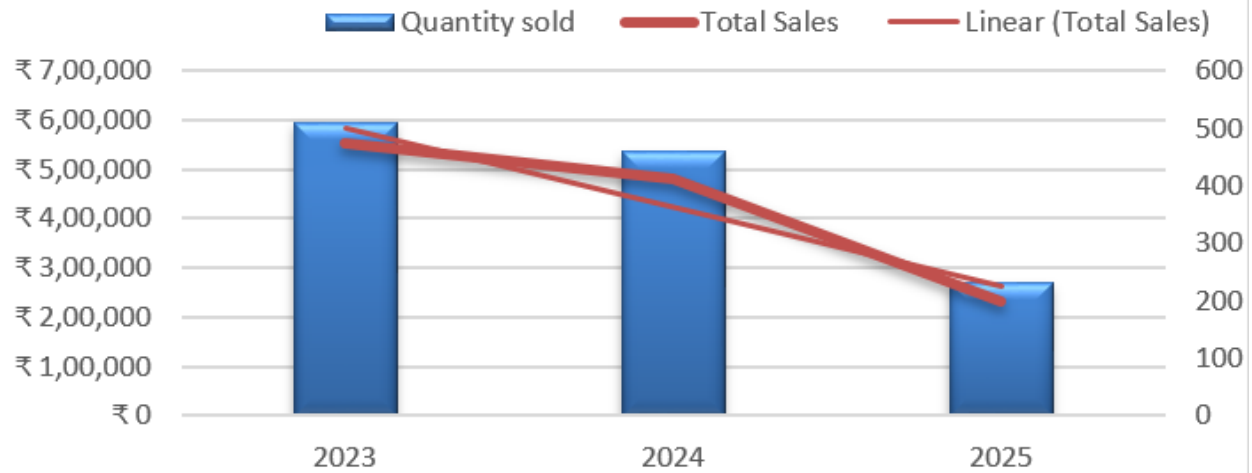


- Comparing Months and total orders **June** month got **more** orders than every other month whereas **September** month got **least** orders.
- There is a **decrease** in sales pattern.

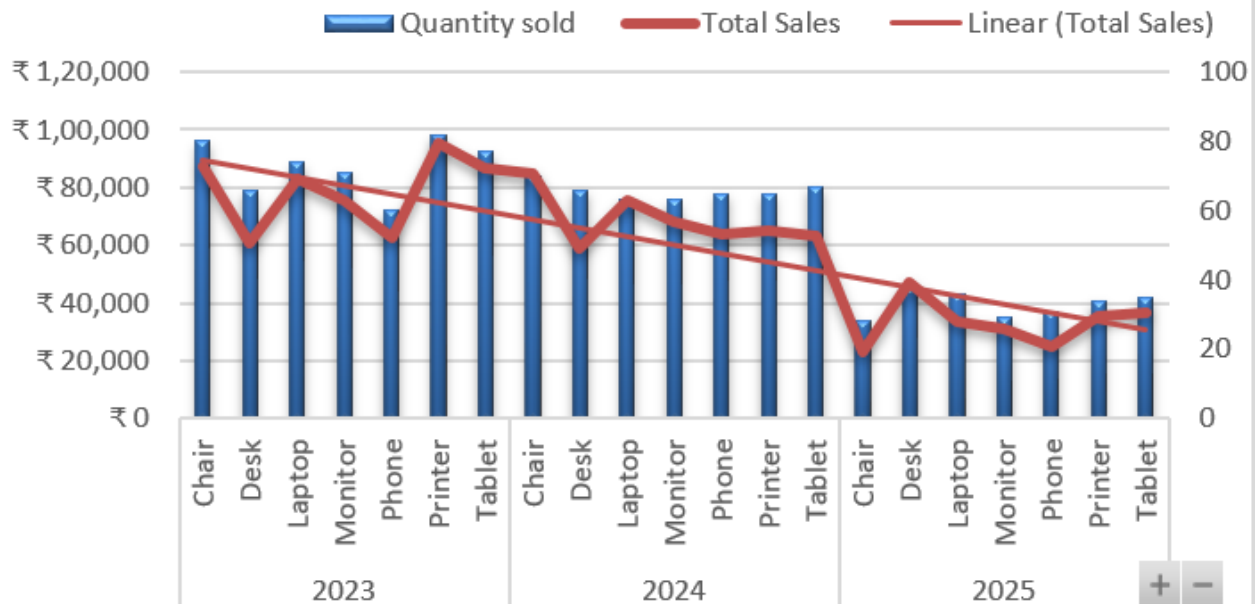


- Comparing order years and total sales and Quantity **2023** shows **more** sales and **2025** shows **least** sales.
- Though **2025** has only **6 months**.
- But still, there is a fall in sales pattern.
- It is necessary to change sales strategies to improve pattern.

Order Year Vs Total Quantity and Total Sales



Order Year Vs Total Quantity and Total Sales





Conclusion:

- The Online store sales were analyzed and insights gathered.
- Phones sold in less quantity compared to other products and chairs and printer sold in higher quantity.
- Strategies shall be applied to increase phone sales
- Overall sales pattern seems to be decreasing from 2023 to 2025. Discounts and Advertisements may help increase in sales.