

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

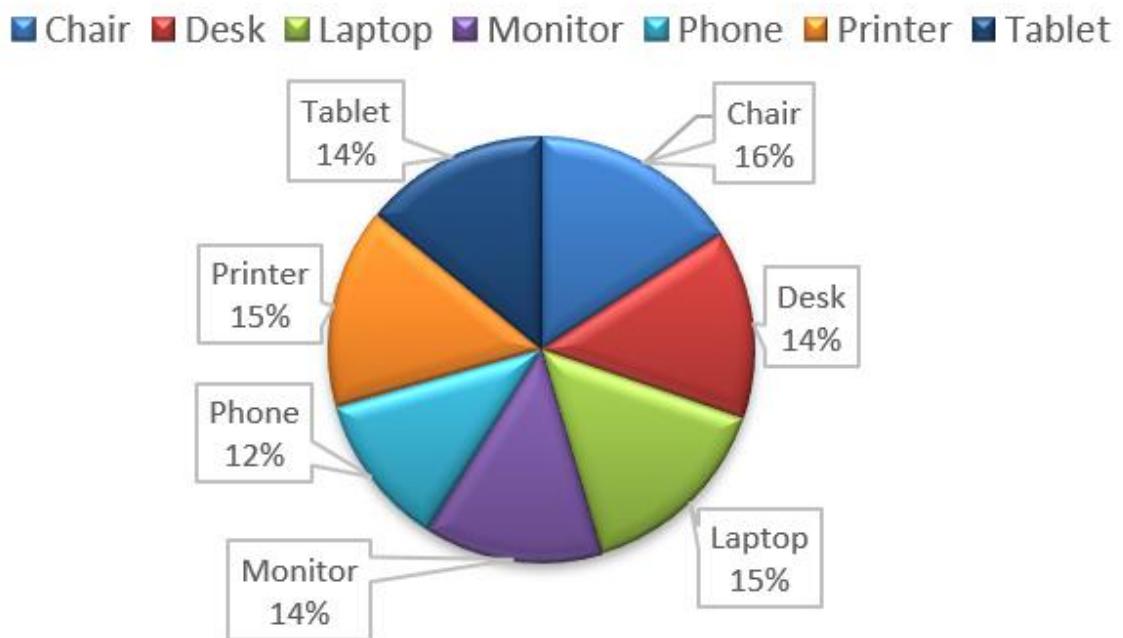
- Comparing Products and Total sales **Chair** and **Printer** ranked **High** in sales whereas **Phone** ranked **Least** in sales.

Products Vs Total sales

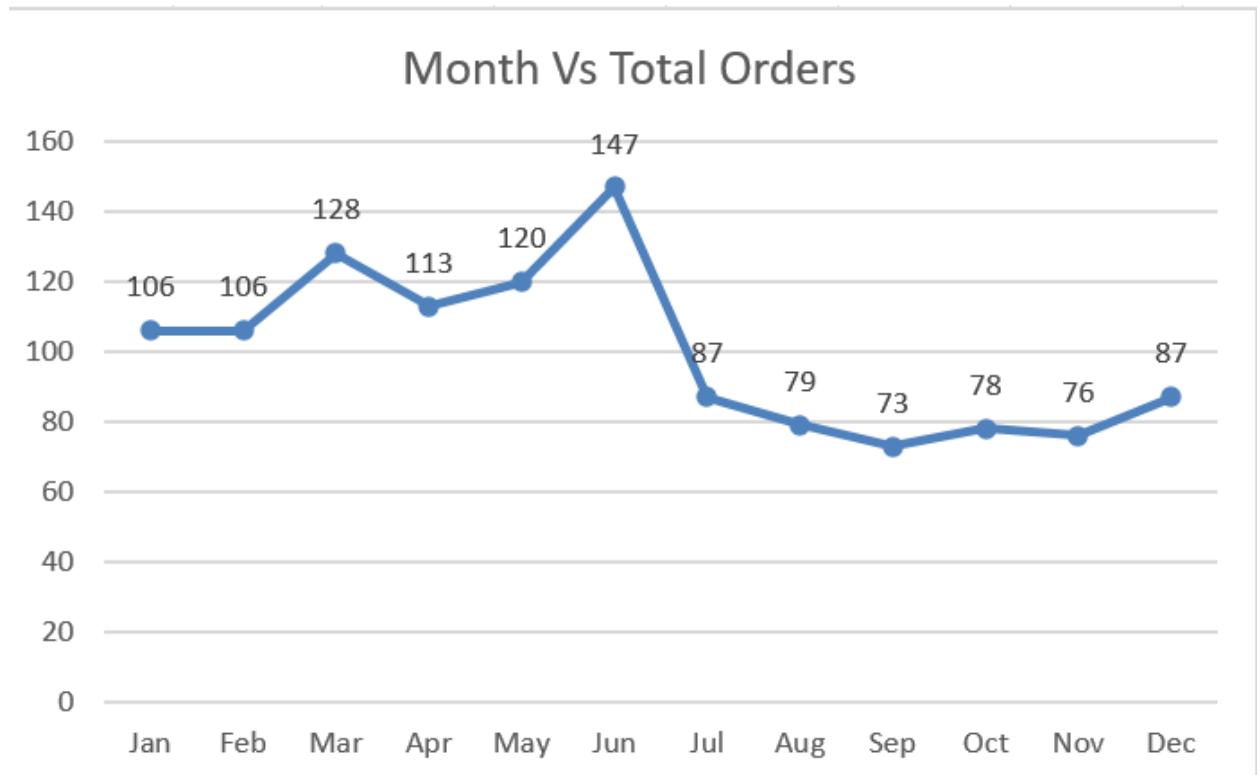


- Comparing Products and Quantity sold **Chairs** sold in **Higher** quantity whereas **Phone** sold in **Least** quantity.

Products Vs Total Quantity

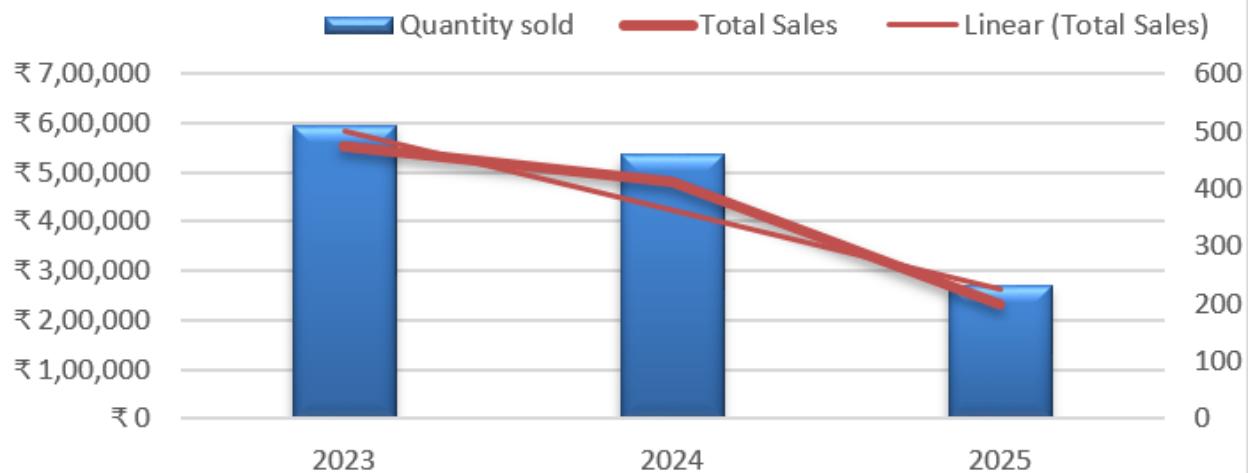


- Comparing Months and total orders **June** month got **more** orders than every other month whereas **September** month got **least** orders.
- There is a **decrease** in sales pattern.



- 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

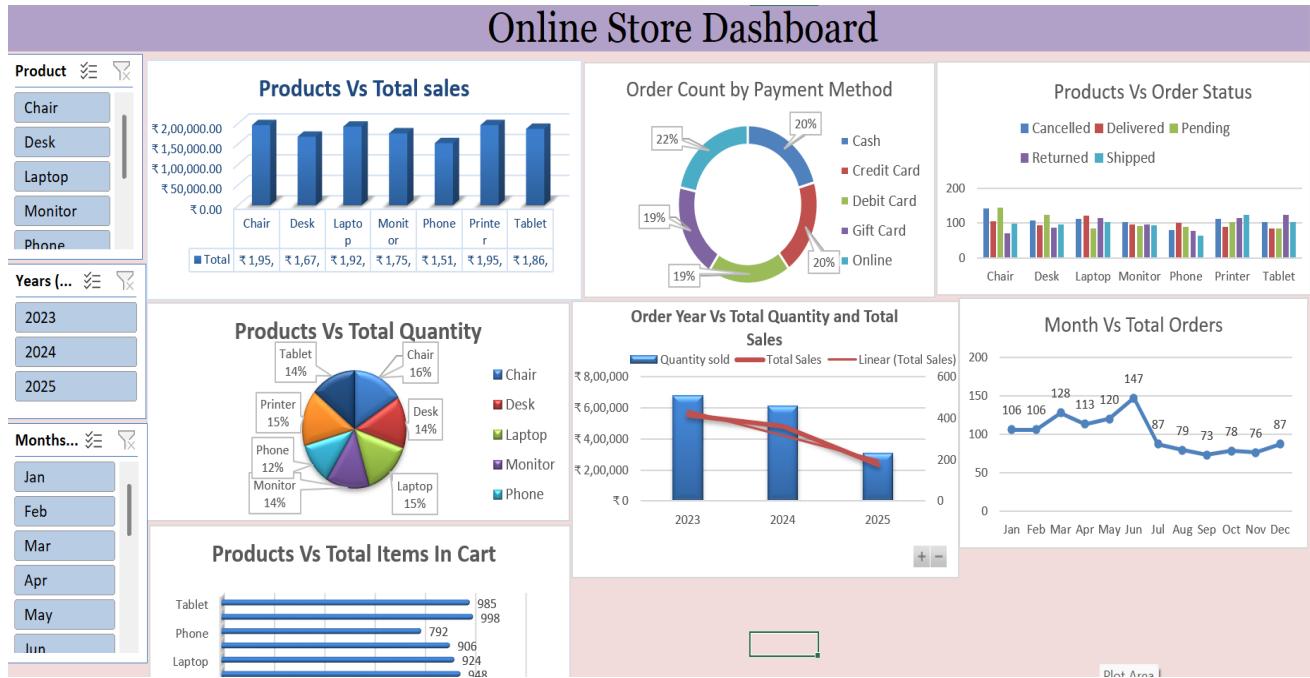


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Order Year Vs Total Quantity and Total Sales



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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.