

# Lenskart Sales Analysis Dashboard – Project Report

## 1. Project Overview

This project focuses on analyzing **Lenskart sales and customer data** using **Power BI** to gain actionable business insights. The dashboard provides a clear view of customer behavior, product performance, sales channels, and payment preferences to support data-driven decision-making.

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## 2. Objectives of the Project

The main objectives of this project are:

- To analyze overall sales performance
- To understand customer demographics and behavior
- To identify top-performing products and brands
- To evaluate sales channels and payment modes
- To build an interactive and visually appealing dashboard for stakeholders

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## 3. Dataset Description

The dataset contains sales-related information from Lenskart. Key fields include:

- Customer\_ID
- Customer\_Age
- Gender
- Customer\_Segment (New, Premium, Repeat)
- Product\_Category (Contact Lenses, Sunglasses, Eyeglasses)
- Brand (Lenskart Air, John Jacobs, Vincent Chase)
- Sales\_Channel (Website, Store, App)
- Payment\_Mode (Cash, Card, UPI)
- Prescription\_Type (Power, Zero Power)
- Quantity
- Unit\_Price
- Cost\_Price
- Order\_Status

The dataset was cleaned and transformed before analysis.

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## 4. Tools & Technologies Used

- **Power BI Desktop** – Data visualization and dashboard creation
  - **DAX (Data Analysis Expressions)** – Measures and calculated columns
  - **Microsoft Excel** – Initial data storage and formatting
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## 5. Data Preparation & Modeling

The following steps were performed:

- Removed inconsistencies and ensured correct data types
- Created calculated columns for age grouping
- Created DAX measures for KPIs such as Total Sales and Total Orders
- Applied proper sorting using numeric sort columns
- Built relationships (if required) for smooth analysis

## Sample DAX Calculations

```
Age_Group = INT ( lenskart_sales[customer_Age] / 10 ) * 10  
  
Total Sales = SUM ( lenskart_sales[Sales_Amount] )  
  
Total Orders = DISTINCTCOUNT ( lenskart_sales[Customer_ID] )
```

## 6. Dashboard Design & Visuals

The dashboard includes the following visuals:

### KPI Cards

- Sum of Cost Price
- Count of Customers
- Sum of Quantity
- Sum of Unit Price

### Charts & Graphs

- Customer count by **Customer Segment**
- Customer distribution by **Gender**
- Customer count by **Brand**
- Customer count by **Product Category**
- Customer count by **Payment Mode**
- Customer count by **Sales Channel**
- Customer distribution by **Prescription Type**

### Table Visual

- Detailed customer-level information including age, gender, payment mode, and order status

## 7. Key Insights

- Premium and repeat customers contribute significantly to overall sales
- Female and male customers show nearly balanced participation
- Contact lenses are the most popular product category
- Website is the most preferred sales channel
- Card and UPI are widely used payment methods
- Power prescription products have slightly higher demand compared to zero power

## 8. Business Impact

This dashboard helps:

- Management understand customer preferences
- Identify high-performing products and brands
- Optimize sales channels and payment strategies
- Improve marketing and customer targeting decisions

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## 9. Conclusion

The Lenskart Sales Analysis Dashboard demonstrates how **Power BI** and **DAX** can be effectively used to convert raw sales data into meaningful insights. This project highlights strong skills in data analysis, visualization, and business storytelling.

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## 10. Future Enhancements

- Add time-based analysis (monthly/quarterly trends)
  - Include profit and margin analysis
  - Implement advanced DAX measures
  - Add predictive insights using historical data
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## 11. Author

**Project Name:** Lenskart Sales Analysis Dashboard

**Tool Used:** Power BI

**Created By:** Data Analyst Aspirant