

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.

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

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.

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

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.

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

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