

E-COMMERCE SALES ANALYSIS



The E-Commerce Sales Analysis dashboard provides a comprehensive view of our sales performance, profit margins, and customer engagement over the selected time period. Let's dive into the data to uncover the story it tells.



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E-COMMERCE SALES ANALYSIS

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Hi ! I am Susmita Manna

In this Project ,
I have utilized Excel to solve problem statements
related to e-commerce sales data.



Please go through these slides...

Key Metrics Summary



SALES

\$8,85,459.64

total sales amount to \$8,85,459.64, indicating strong market demand and effective sales strategies

PROFIT

\$1,10,347.30

The profit achieved is \$1,10,347.30, reflecting profitability and cost management efficiency.

ORDER COUNT

3974

With 3,974 orders, order frequency demonstrates consistent customer engagement..

QUANTITY

14983

sold a total of 14,983 units, showcasing our extensive reach and customer base.

PROFIT MARGIN

12.46%

profit margin stands at 12.46%, indicating a healthy balance between revenue and expenses.

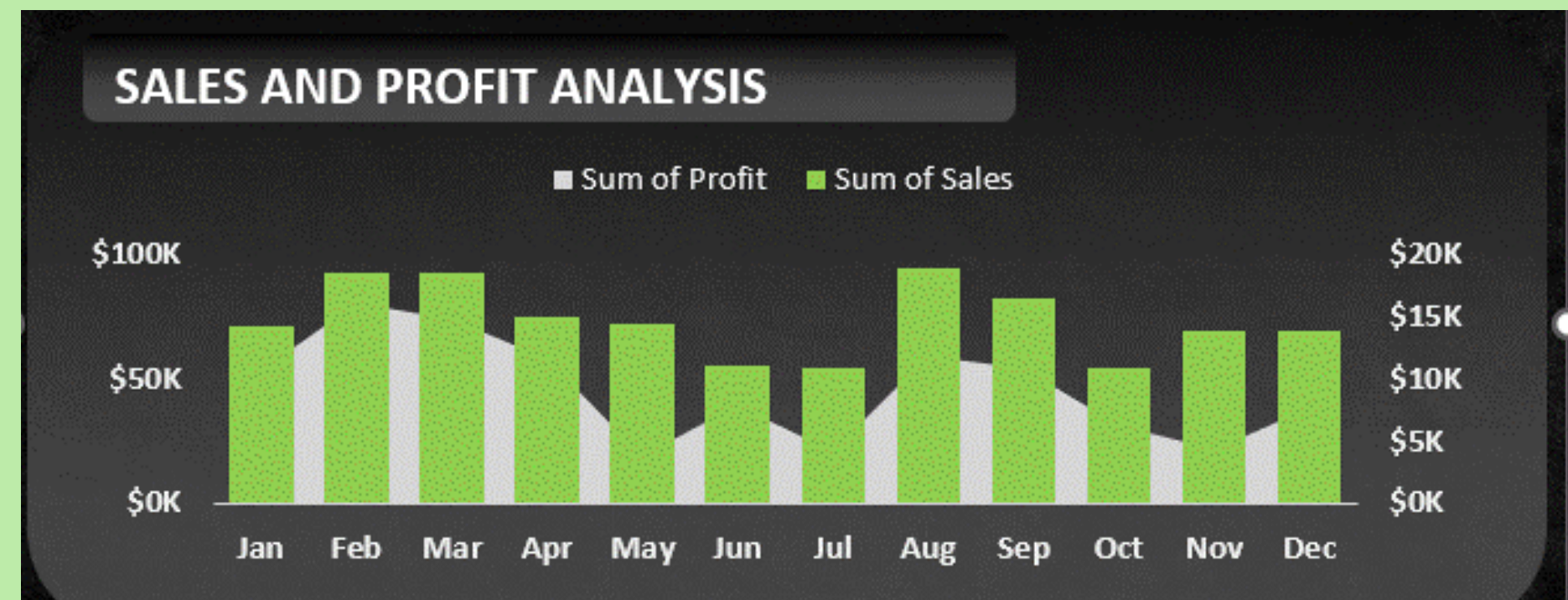


Monthly Sales and Profit Analysis:

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- The bar chart reveals monthly sales and profit trends.
- **We notice peaks in sales and profit during February, March, August, and December.**
- These peaks could be attributed to seasonal promotions, holiday shopping, or effective marketing campaigns during these months.



Category-Wise Performance:

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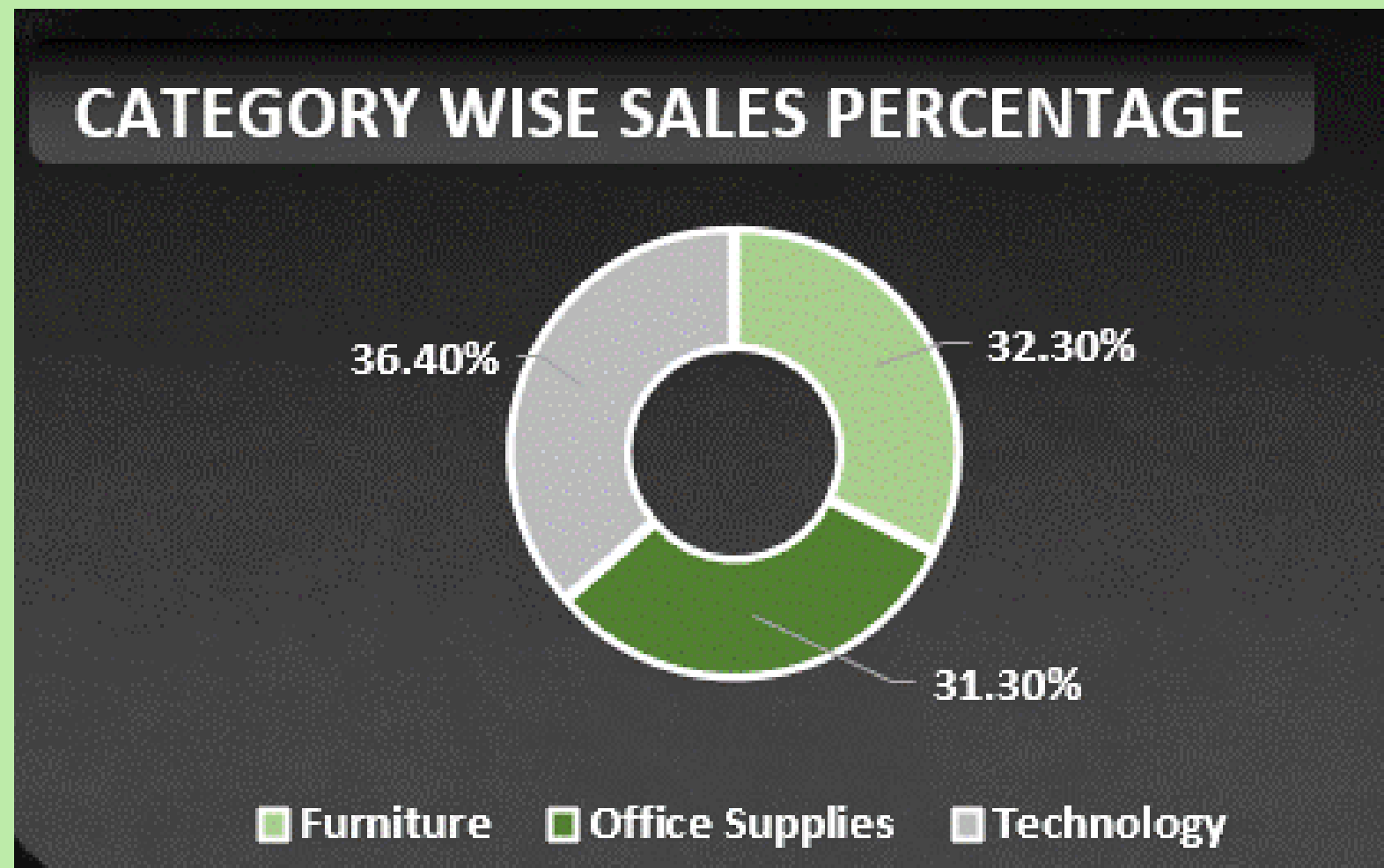
- **Technology:** The technology category leads in profitability with **\$145.45K**, emphasizing the high demand and premium pricing in this segment.
- **Office Supplies:** With a profit of **\$122.49K**, office supplies also contribute significantly to our overall profit.
- **Furniture:** While generating **\$18.45K** in profit, the furniture category shows potential for growth.



Category Wise Sales Percentage Analysis

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- **Furniture:** This category accounts for **37.84%** of our total sales, making it the **largest contributor**. This indicates a strong market presence and customer preference for our furniture products.
- **Office Supplies:** With **31.26%** of sales, office supplies are also a significant part of our product mix. This shows a steady demand for essential office items.
- **Technology:** Comprising **30.90%** of our sales, technology products are nearly as important as office supplies, highlighting the importance of staying current with technological trends and innovations.

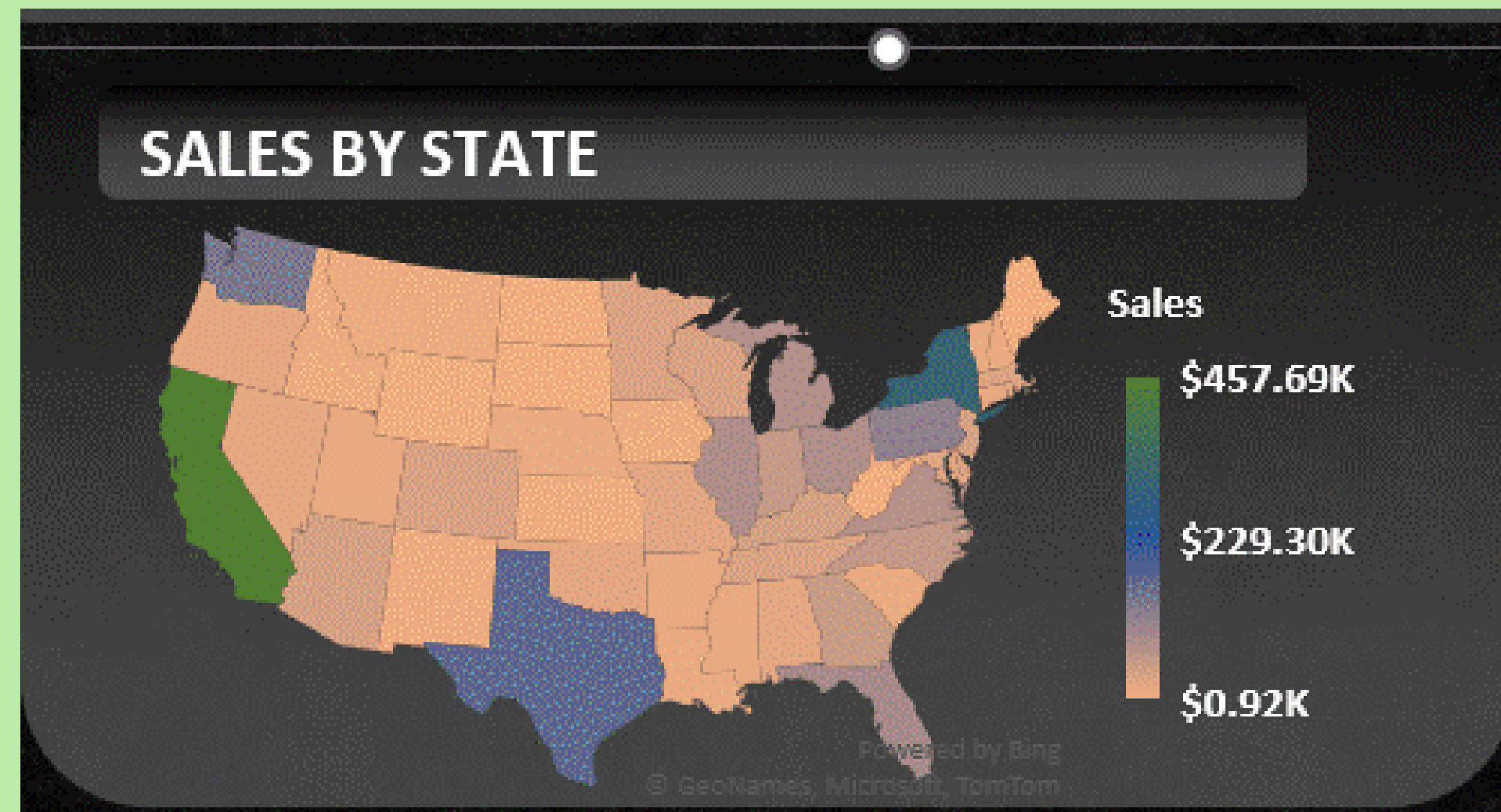


Geographical Analysis:

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The map visualization displays sales by state. **High-performing states** include those with sales figures like **\$457.69K** and **\$229.30K**.



Top 5 Sub-Categories

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- **Phones:** Leading with **\$330.01K** in sales, phones are a significant contributor to our revenue.

Chairs: Close behind, chairs generate **\$328.45K**, indicating strong demand in this sub-category.

- **Storage, Tables, and Binders:** These sub-categories also show substantial sales, highlighting popular product choices among customers.



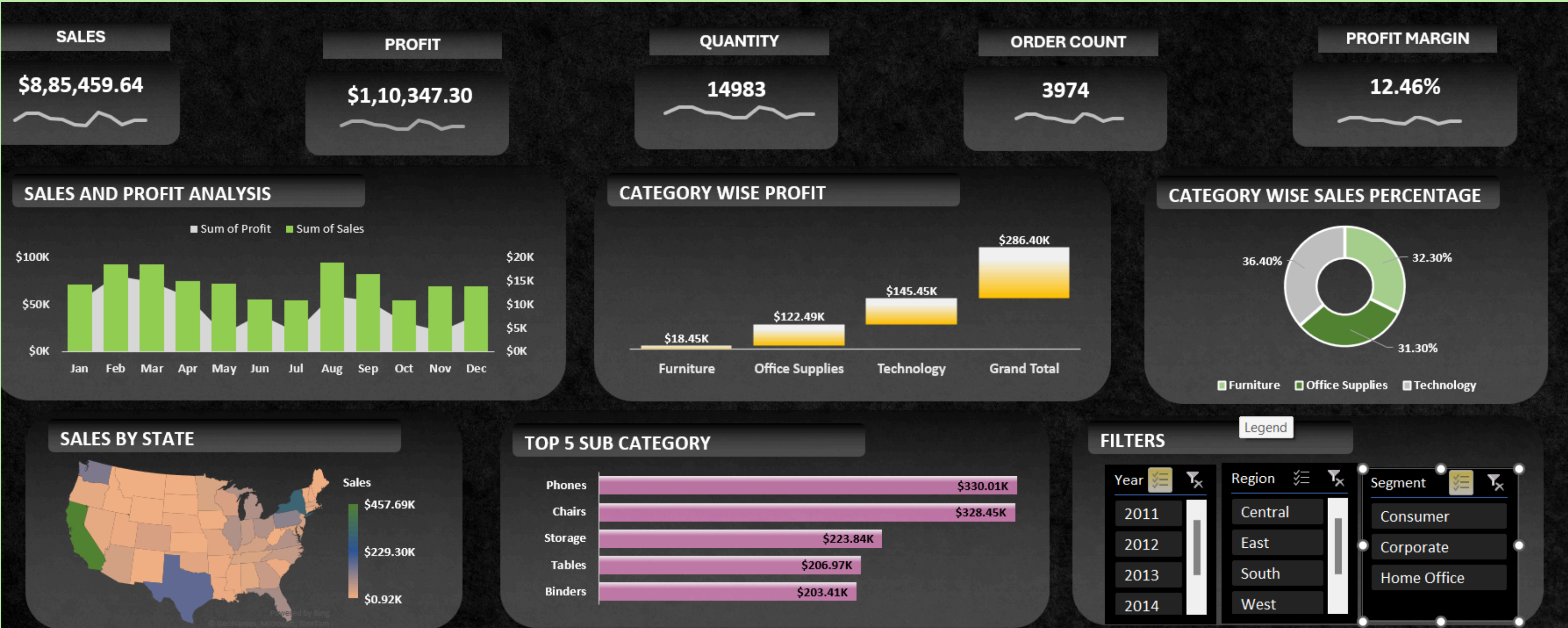
TOP 5 SUB CATEGORY

Phones	\$330.01K
Chairs	\$328.45K
Storage	\$223.84K
Tables	\$206.97K
Binders	\$203.41K

Dashboard Overview

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Strategic Recommendations:

- **Focus on High-Profit Categories:** Invest more in marketing and inventory for the technology and office supplies categories to maximize profitability.
- **Seasonal Promotions:** Leverage the identified peak months for targeted promotions to boost sales and profits further.
- **Regional Strategies:** Enhance marketing efforts in high-performing states and explore opportunities in underperforming regions to expand our market reach.
- **Customer Preferences:** Continuously monitor and adapt to customer preferences reflected in the top sub-categories to maintain strong sales performance.



THANK YOU !



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