

## AFAME TECHNOLOGIES DATA ANALYST INTERNSHIP TASK 1

### E COMMERCE SALES DATA ANALYSIS DASHBOARD

POWER BI DASHBOARD : [SALES ANALYSIS 13 MONTH SALES - sales dashboard - Power BI](#)

#### 1 Sales Trend Analysis Dashboard

- **Total Sales:** \$13M across the dataset.
  - **Customers:** 795 total customers placed 51K orders.
  - **Profitability:** \$1.47M total profit achieved.
  - **Retention Rate:** Very low at 0.10K (~100 customers), suggesting significant room for improvement in customer loyalty.
  - **Sales Trend:**
    - A downward trend in total sales by month, indicating potential seasonality or declining performance.
    - Annual sales trend shows growth over the years, with the latest year yielding the highest total sales.
  - **Top Products:** Devices like **Apple Smart Phone** and **Cisco Smart Phone** dominate sales, implying mobile products are leading revenue.
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#### 2 Discount vs Profit Dashboard

- **Profitability by Discount:**
  - The scatter chart suggests that higher discounts generally reduce profits.
- **Category and Sub-Category Profitability:**
  - Certain categories maintain strong profits despite discounting.
  - Sub-categories within **Technology** and **Furniture** seem to dominate in total sales and profit contribution.
- **Returned Rate by Market:**

- Returns are highest in **LATAM** and **APAC**, indicating a potential focus area for quality improvement and operational efficiency.
  - **Sales Distribution:**
    - Profits and sales vary by state, highlighting potential areas for targeted marketing or operational changes.
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### 13 Months Sales vs Profit Analysis Dashboard

- **Sales Pattern:**
    - Sales fluctuate across months, with peaks towards the year-end (October–December), hinting at strong Q4 performance.
  - **Profit Pattern:**
    - Profit trend mirrors sales trend, indicating efficiency in conversion.
    - Peak profitability occurs towards the end of the year (October–December).
  - **Observations:**
    - Strong sales and profit during Q3 and Q4 emphasize the importance of targeted promotions and inventory planning for these months.
    - Returns and retention remain areas for improvement across all months.
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### Summary Insights

- Sales have a **seasonal trend**, peaking in Q3–Q4.
- Profit is concentrated in certain products and time frames.
- **High returns** in certain markets (LATAM, APAC) suggest quality or service issues.
- **Low retention rate** highlights the need for loyalty programs or improved customer experience.
- Certain products (**Smartphones**) drive sales, making them potential focus areas for future growth.

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