Overview

Owner of Madhav Retails wants us to help them create a dashboard to track and analyze their online sales across India.

Understanding The Problem

Top Profit States

Let's embark on a journey to uncover the thriving territories within Madhav Retails. Which four states stand as pillars of profitability, leading the way in our financial success story?

Category Sales Share

Every product has a tale to tell. In the narrative of profit, how do different categories of our products contribute to the financial status of Madhav Retails?

The Payment Chorus

In the symphony of transactions at Madhav Retails, every payment mode plays a unique tune. But What are the popular payment methods?

Champions of Commerce

Who are our top 4 customers? These are the stars of Madhav Retails, leading the pack in orders and spending. Let's see who they are and their impact on our business.

Profit Trends

Let's look at how our profits and losses have changed month by month, year by year. This will help us see trends and plan for the future.

Performance Metrics

Let's delve into Metrics, How much have we sold overall? What's the total quantity of items sold? And importantly, how much profit have we made?

Project objective:

The goal is to create a userfriendly dashboard for Madhav Retails to track and analyze their online sales across India. This tool will help the store owner make better sales strategies and operations decisions.

Highlights

🔍 **Data Analysis:** We'll look into customer and sales profit data to understand buying trends, product success, and earnings in different areas.

💻 **Tools Used:** The analysis and dashboard creation will be done using Excel, Power Query, Power BI, and possibly Python for more advanced tasks.

📊 **Dashboard Features:** The dashboard will show important sales information like total sales, profits, customer details, and sales trends.

👤 **User:** Designed specifically for the owner of Madhav Retails, focusing on simplicity and usefulness.

📈 Expected Result: A complete dashboard that offers instant insights into how well the online sales are doing, helping to make smart business choices.

WorkFlow

- Converting problem into requirements.
- Data Cleaning & Data Validation
- Transforming and Loading Data
- Creating Data Models
- Creating Visualisations
- Conclusion

Requirements :

- Top 4 states with highest Profit.
- Categories with their Quantity Percentage.
- Top 4 Customers with highest orders
- Percentage of payment mode by amount
- Profit & Loss By Month, Year

1 Top 4 states with highest Profit Stacked Bar Chart
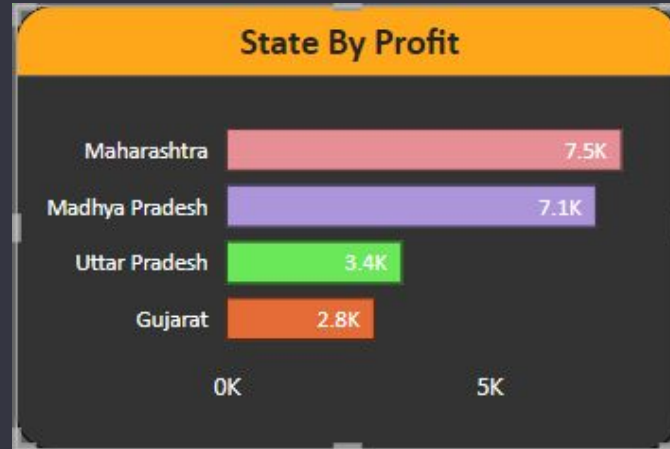
💡 The bar chart shows profits by state in India, with Maharashtra at the highest with 7.5K, followed by Madhya Pradesh at 7.1K. Uttar Pradesh and Gujarat have lower profits, with 3.4K and 2.8K, respectively, suggesting regional variations in economic performance.

2

Categories with their Quantity Percentage

Categories By Quantity

1K (17%)

1K (20%)

3K (63%)

Category
- Clothing
- Electronics
- Furniture
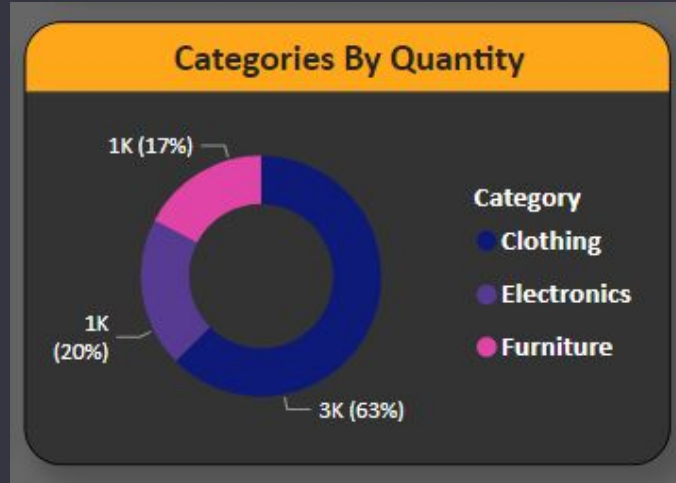
💡 The donut chart indicates Furniture has the largest share of quantity at 63%, while Clothing and Electronics each have a 1K unit share, but differ in percentage (17% for Clothing and 20% for Electronics). This suggests a focus on Furniture in terms of stock or sales compared to the other categories.
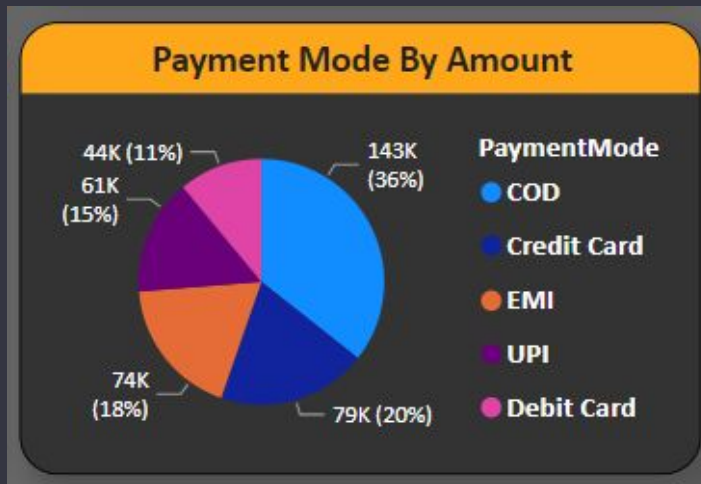
3

Top 4 Customers with highest orders

Customer By Amount
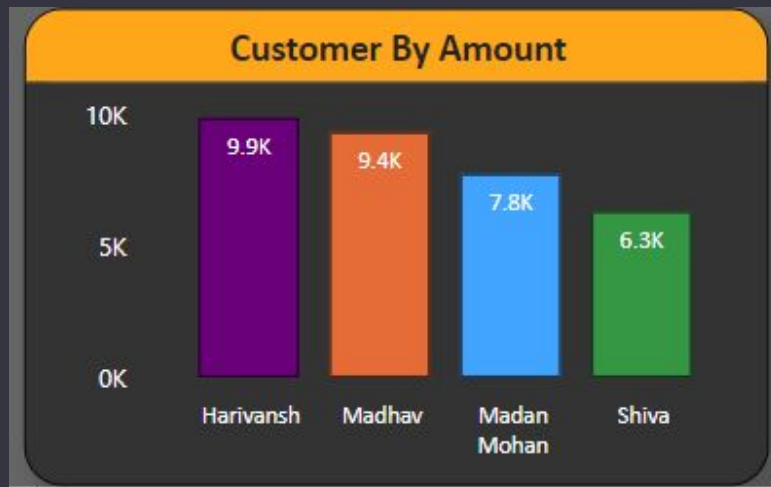
💡 Harivansh is the top spender at 9.9K, closely followed by Madhav at 9.4K. Madan Mohan and Shiva spend less, at 7.8K and 6.3K, respectively. This suggests a varied customer spending pattern, with Harivansh and Madhav being potential key accounts.

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Percentage of Payment Modes by Amount

Payment Mode By Amount

44K (11%)
61K (15%)
143K (36%)
74K (18%)
79K (20%)

PaymentMode
- COD
- Credit Card
- EMI
- UPI
- Debit Card

💡 Most customers prefer paying with Cash on Delivery (36%), while UPI and credit cards are also popular. Fewer choose EMI or debit cards.

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Profit & Loss By Month, Year

Profit/Loss Trend by Month

💡 The graph shows profits in January and December (10K each) with a loss in May (4K) and smaller losses in midyear months, suggesting seasonal profit changes.

6

Total Profit, Quantity & Total Sales
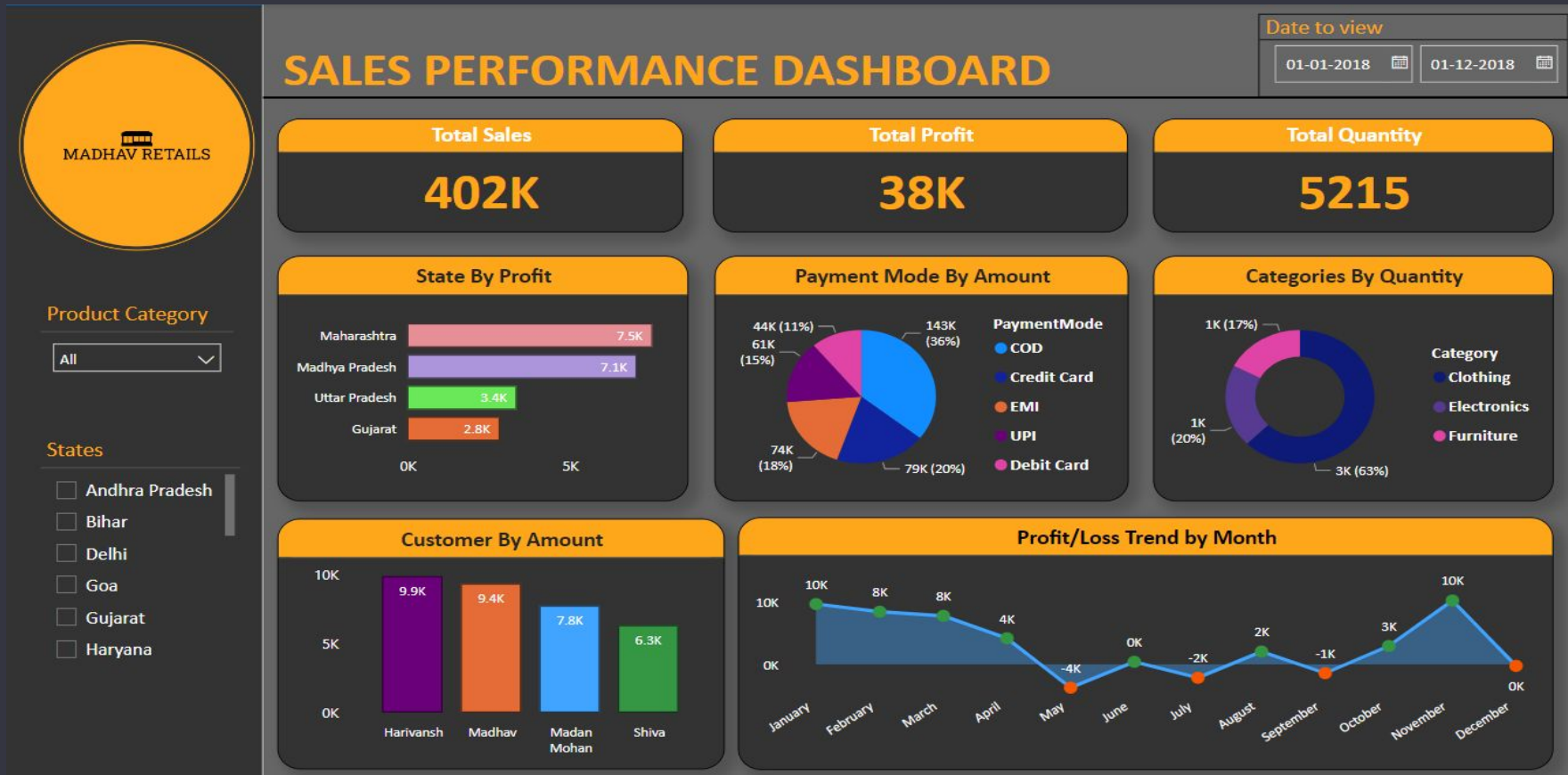
Total Sales	Total Profit	Total Quantity
402K	**38K**	**5215**

💡 The data indicates total sales of 402K, a total profit of 38K, and a total quantity of items sold being 5215. This suggests a profitable operation with a high volume of sales.

Sales Dashboard Visuals

![MADHAV RETAILS]

SALES PERFORMANCE DASHBOARD

Total Sales
402K

Total Profit
38K

Total Quantity
5215

Product Category

All

States

- ☐ Andhra Pradesh
- ☐ Bihar
- ☐ Delhi
- ☐ Goa
- ☐ Gujarat
- ☐ Haryana

State By Profit

State	Profit
Maharashtra	7.5K
Madhya Pradesh	7.1K
Uttar Pradesh	3.4K
Gujarat	2.8K

0K — 5K

Payment Mode By Amount

- 143K (36%)
- 79K (20%)
- 74K (18%)
- 61K (15%)
- 44K (11%)

PaymentMode
- ● COD
- ● Credit Card
- ● EMI
- ● UPI
- ● Debit Card

Categories By Quantity

- 1K (17%)
- 1K (20%)
- 3K (63%)

Category
- ● Clothing
- ● Electronics
- ● Furniture

Customer By Amount

Customer	Amount
Harivansh	9.9K
Madhav	9.4K
Madan Mohan	7.8K
Shiva	6.3K

Profit/Loss Trend by Month

Month	Value
January	10K
February	8K
March	8K
April	4K
May	-4K
June	0K
July	-2K
August	2K
September	-1K
October	3K
November	10K
December	0K

Conclusion:

- **Profit and Sales:** 💰📈 Healthy profit of 38K from sales of 402K indicates financial stability.

- **Customer Spending:** 🛍️💳 Varied spending among customers, with some outspending others.

- **Regional Performance:** 🌏💹 Noticeable profit differences across Indian states suggest regional economic variances.

- **Payment Preferences:** 💸🏦 Strong preference for COD, UPI, and credit cards over EMI and debit cards.

- **Product Categories:** 🛻📊 Furniture leads in quantity, suggesting higher demand or strategic focus.

- **Seasonal Trends:** 📅↕️ Monthly profits fluctuate, implying seasonal or cyclical business patterns.