Ecommerce Sales Performance Analysis Report

**Introduction:-**

This Ecommerce Sales Analysis Report focuses on analysing the sales data yearly and monthly to discover the sales trends, high performing products across various product categories and assess the impact of pricing strategies on sales. And how great the impact of products can be seen in different age-groups. Highlighting the changes in sales performance according to the raise and fluctuations in price. Through this report it would be easier for the company and the other stakeholders to plan the profit maximization strategy.

**Objectives:-**

* To create visualizations to analyze Product sales and its high performing categories.
* To analyze, whether pricing strategies really have a great impact on sales volume.
* To identify seasonal and geographical patterns. And make recommendations to optimize pricing and sales strategies.
* To analyze the trend over time, and check which products are performing well among different age – groups.

**Scope of Work:-**

* In this analysis, the ETL (Extract, Transform, Load)process has been used well. Where the data has been imported from excel, consists of various fields such as Product categories, sales, prices, profit margins, discounts and other parameters.
* To implement responsive visuals, which makes it more straightforward for stakeholders and any layperson to identify the trends and plan profit making strategies accordingly.
* Slicers have been added in the report, to check sales performance and changes in Profit by filtering out month – wise or yearly.
* To get more deep insight , age column has been added in the existing data. which makes it more effortless for the company or stakeholders, to learn which products are more readily used under which age – group. And determine which product is helping the company to grow more.

**Features:-**

* Sales trend analysis across different months.
* comparative analysis of high-priced and low-priced product sales.
* Insights into city-wise sales performance.
* Analysis of customer reviews and their impact on sales.
* Stock quantity management and profit evaluation.

**Methodology:-**

Data Collection : Data collected from Kaggle, downloaded the data in .csv file.

Data Cleaning and Extraction: Removed all the unwanted details from the data and extracted it from excel worksheet. Done changes like from long date to short date and more.

Data Transformation and Loading : Once done with the changes and removing duplicates, the data was transformed and then loaded into Power BI.

Dashboard visualizations: Incorporated responsive visuals of various fields to get actionable insights for the stakeholders. (on sales)

Generated Insights: With the help of interactive visuals, actionable insights were uncovered as to optimize the price, sell the products mostly used by teenagers. And according to the usage in month-wise.

**Tools and Technologies used:-**

Power BI: it is a Powerful business analytical tool to extract, transform, visualize data and share insights.

Excel: is a spreadsheet widely used for data organization, analysis and visualization.

Web browser: A helpful tool for any layperson to acquire knowledge on any topic.

**Conclusion:-**   
The analysis reveals significant seasonal and geographical variations in sales performance, indicating that pricing strategies must be adaptable to changing demand throughout the year. Notably, high-priced items can generate strong sales during certain periods, while lower-priced items may maintain high sales volumes at different times. And focuses on products used by different age category. These insights highlight the importance of a flexible pricing strategy.