Executive Summary – Flipkart Sales Analysis Dashboard

The **Flipkart Sales Analysis** project presents a comprehensive, interactive dashboard designed to evaluate sales performance, profitability, and customer purchasing behavior across multiple dimensions such as category, geography, time, and payment methods. The dashboard enables stakeholders to make data-driven decisions by transforming raw transactional data into clear, actionable insights.

Project Objective

The primary objective of this project is to analyze Flipkart's sales data to identify revenue drivers, profit trends, high-performing categories, and regional performance patterns. It also aims to highlight customer preferences in terms of product categories and payment modes, helping business teams optimize strategy, inventory, and marketing efforts.

Key Performance Overview

- **Total Orders:** 500
- **Total Sales Amount:** 438K
- **Total Profit:** 37K

These KPIs provide a high-level snapshot of overall business performance and serve as benchmarks for further analysis.

Category-Level Insights

- **Clothing** dominates order volume, contributing **63.27%** of total orders, indicating strong customer demand.
- **Electronics** and **Furniture** follow with **20.53%** and **16.2%** of orders respectively.
- In terms of profitability, **Clothing (36.05%)** and **Electronics (35.61%)** generate nearly equal profit shares, while **Furniture (28.34%)** delivers comparatively higher profit per order, suggesting better margins.

Time-Based Profit Trends

- Monthly profit analysis reveals fluctuations throughout the year.
- Strong positive profit averages are observed in **February, April, October, and November**, indicating seasonal or promotional peaks.
- **May, July, September, and December** show negative profit trends, highlighting periods that may require cost optimization or pricing strategy review.

Geographic Performance

- State-level analysis shows profit concentration across key Indian regions, indicating strong regional demand and operational efficiency in those areas.

- At the city level, **Chennai** leads in average profit, followed by **Mathura** and **Pune**, making them critical markets for growth and targeted campaigns.

Sub-Category Performance

- **Tables** generate the highest average profit among sub-categories, followed by **Printers** and **Bookcases**.

- Lower-performing sub-categories such as **Chairs** and **Phones** highlight opportunities for margin improvement or cost control.

Payment Mode Analysis

- **Cash on Delivery (45.6%)** is the most preferred payment method, reflecting customer trust and buying behavior.

- **UPI (22.07%)** and **Debit Cards (13.47%)** indicate growing adoption of digital payments, while **Credit Cards (10.87%)** and **EMI (8%)** have comparatively lower usage.