**Excel Sales & Customer Dashboard Project  
(Blinkit Style Example)**

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# 1. Executive Summary

This project demonstrates building a professional Excel dashboard from raw order, product, and customer data. It highlights sales trends, revenue distribution, and customer behavior, similar to how quick-commerce platforms (like Blinkit) analyze their data.

## Key Performance Indicators (KPIs)

|  |  |
| --- | --- |
| Metric | Value |
| Total Orders | 1,000 |
| Unique Customers | 100 |
| Unique Products | 70 |
| Total Units Sold | 3,045 |
| Total Revenue (INR) | 3,520,984.00 |
| Average Order Value (INR) | 3,520.98 |
| Avg Revenue per Customer (INR) | 35,209.84 |

# 2. Data Sources & Structure

Data is sourced from three Excel sheets:  
• order2 – Transaction details of each order.  
• product3 – Product master data.  
• customer1 – Customer details and demographics.

# 3. Data Dictionary

|  |  |  |
| --- | --- | --- |
| Column | Description | Type |
| Order\_ID | Unique numeric identifier for each order transaction. | int64 |
| Customer\_ID | Unique ID linking the order to a customer record. | object |
| Product\_ID | Unique ID linking the order to a product record. | object |
| Quantity | Number of units ordered for the product. | int64 |
| Order\_Date | Date when the order was placed. | datetime64[ns] |
| Order\_Time | Time when the order was placed. | object |
| Delivery\_Date | Date when the order was delivered. | datetime64[ns] |
| Delivery\_Time | Time when the order was delivered. | object |
| Location | Delivery location / city or region. | object |
| Occasion | Occasion tagged with the order (e.g., Birthday, Anniversary, Diwali). | object |
| order month | Numeric month value extracted from Order\_Date (as stored in workbook). | int64 |
| Hour | Order placement hour (0-23) extracted from Order\_Time. | int64 |
| deff\_devery\_time | Difference between order & delivery times (raw field from workbook). | int64 |
| Total Days | Total days from order to delivery. | int64 |
| Price (INR) | Unit price captured in the Orders sheet (at time of order). | int64 |
| revenue | Line-level revenue = Quantity × Price (INR). | int64 |
| Order\_Month |  | object |
| Product\_Name | Name/description of the product. | object |
| Category | Product category grouping (e.g., Cake, Bouquet). | object |
| Description | Marketing or catalog description of the product. | object |
| Name | Customer full name. | object |
| City | Customer city. | object |
| Contact\_Number | Customer phone or contact number. | int64 |
| Email | Customer email address. | object |
| Gender | Customer gender. | object |
| Address | Customer full mailing/delivery address. | object |

# 4. Key Insights

## Revenue by Category

|  |  |
| --- | --- |
| Category | Revenue (INR) |
| Colors | 1,005,645.00 |
| Soft Toys | 740,831.00 |
| Sweets | 733,842.00 |
| Cake | 329,862.00 |
| Raksha Bandhan | 297,372.00 |
| Plants | 212,281.00 |
| Mugs | 201,151.00 |

## Revenue by Month

|  |  |
| --- | --- |
| Month | Revenue (INR) |
| 2023-01 | 95,468.00 |
| 2023-02 | 704,509.00 |
| 2023-03 | 511,823.00 |
| 2023-04 | 140,393.00 |
| 2023-05 | 150,346.00 |
| 2023-06 | 157,913.00 |
| 2023-07 | 135,826.00 |
| 2023-08 | 737,389.00 |
| 2023-09 | 136,938.00 |
| 2023-10 | 151,619.00 |
| 2023-11 | 449,169.00 |
| 2023-12 | 149,591.00 |

## Top 10 Products by Revenue

|  |  |  |
| --- | --- | --- |
| Product ID | Product Name | Revenue (INR) |
| 1 | Magnam Set | 121,905.00 |
| 55 | Dolores Gift | 106,624.00 |
| 47 | Harum Pack | 101,556.00 |
| 14 | Deserunt Box | 97,665.00 |
| 64 | Nostrum Box | 97,656.00 |
| 22 | Exercitationem Pack | 96,701.00 |
| 35 | Nam Gift | 91,385.00 |
| 23 | Dignissimos Pack | 90,036.00 |
| 9 | Aperiam Box | 89,880.00 |
| 42 | Expedita Gift | 88,944.00 |

## Top 10 Customers by Revenue

|  |  |  |
| --- | --- | --- |
| Customer ID | Customer Name | Revenue (INR) |
| C020 | Samaira Ganesh | 75,029.00 |
| C044 | Seher Mann | 70,409.00 |
| C045 | Divit Mahajan | 61,294.00 |
| C024 | Jhanvi Chowdhury | 59,666.00 |
| C099 | Ranbir Loyal | 53,082.00 |
| C051 | Aradhya Batta | 50,856.00 |
| C061 | Akarsh Ramesh | 50,313.00 |
| C008 | Veer Ray | 50,151.00 |
| C032 | Mannat Anand | 49,494.00 |
| C084 | Anahita Shankar | 49,100.00 |