Sales Analysis Dashboard

Project Title:

Sales Performance Analysis Dashboard

Objective:

To design an interactive dashboard that provides insights into overall sales performance, customer spending patterns, top-performing products, and city-wise demand for a retail business. The goal is to help management take data-driven decisions to boost sales and improve delivery efficiency.

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**Key KPIs:**

KPI Value

Total Orders 1,000

Total Revenue ₹35,20,984

Average Delivery Time 5.53 days

Average Customer Spend ₹3,521

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Dashboard Sections & Insights:

1. Sales by Occasion:

The highest sales volume (5,86,176 units) comes from "All Occasions" category.

This indicates that generic gift items perform better compared to occasion-specific items.

2. Monthly Sales Trend:

Sales peak in February and December, aligning with major gifting seasons (Valentine’s Day & Year-End Celebrations).

A dip observed in April-May, suggesting scope for promotional campaigns during this low period.

3. Top 10 Cities by Orders:

City Orders

Kavali 7

Machilipatnam 5

Bhavnagar 4

Kalyan-Dombivli 4

Koca 4

Tiruchirappalli 4

Bidhanagar 3

Bhagara 3

Alavi 3

Chinsurah 3

Insight: Small and Tier-2 cities like Kavali, Machilipatnam, and Bhavnagar are key markets contributing significantly to orders, presenting an opportunity to focus more on regional marketing strategies.

4. Top Products by Occasion:

Product Type Sales Volume

Soft Toys 2,86,898

Sweets 1,21,296

Colors 1,05,732

Raksha Bandhan 60,640

Mugs 11,610

Insight: Soft Toys dominate sales across occasions, followed by traditional sweets and festival-specific products like colors and Raksha Bandhan items.

5. Top 10 Products by Revenue:

Product Name Revenue (₹)

Magnam Set 1,21,905

Exercitationem Pack 1 96,701

Expedita Gift 88,944

Nihil Box 73,964

Fugit Set 68,292

Error Gift 60,640

Adipisci Set 32,352

Natus Gift 31,768

Voluptate Set 11,610

Insight: The Magnam Set is the top revenue generator, contributing ₹1,21,905, making it the flagship product. Followed by Exercitationem Pack and Expedita Gift, which should be prioritized in inventory and marketing strategies.

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Business Insights Summary:

1. Focus Products: Soft Toys and high-value Gift Sets (like Magnam Set) are the revenue drivers.

2. Geographical Strategy: Expand marketing efforts in Tier-2 and small cities where order volume is significant.

3. Seasonal Campaigns: Boost campaigns around February and December, while devising strategies to fill sales gaps during April-May.

4. Customer Spending: With an average spend of ₹3,521, there is scope for introducing combo offers and loyalty programs to increase basket size.

5. Delivery Optimization: Average delivery time is 5.53 days; improving logistics could enhance customer satisfaction.

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Tools & Technologies Used:

Data Cleaning & Preparation: Excel

Data Visualization: Excel Dashboard (with Charts, Slicers, and Graphs)

Data Analysis Techniques: KPI Metrics, Trend Analysis, Product-Wise Segmentation, Geo Analysis.