

Retail Sales Analysis Documentation

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■ Project Overview

This Excel dashboard analyzes retail sales performance across different product categories, age groups, and gender for the years 2022 and 2023. It provides a clear view of year-over-year performance and customer demographics influencing sales.

■ Key Insights

Category	2022 Sales (₹)	2023 Sales (₹)	Change
Beauty	151,510	135,330	↓ Decline
Clothing	149,855	161,215	↑ Growth
Electronics	151,460	162,350	↑ Growth (Top Performer)

■ Demographic Insights

- Female customers contributed ■465,400 (51%) and male customers ■446,320 (49%).
- Age group 26–50 generated the highest sales of ■499,915, showing strong purchasing power in mid-age customers.

■ Yearly & Quarterly Performance

Sales increased in 2023 compared to 2022, driven by growth in Clothing and Electronics categories. Quarterly trends show stable demand with peak performance during the second half of the year.

■ KPIs Used

- Total Sales by Year
- Sales by Gender
- Sales by Age Group
- Category-wise Sales Comparison
- Quarterly Trend Analysis

■ Tools & Technologies

Microsoft Excel (Pivot Tables, Charts, Conditional Formatting, Timelines)

■ Conclusion

The Retail Sales Dashboard provides a concise visualization of performance across demographics and categories. It highlights data-driven insights to support decision-making for future sales strategies.

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