

# Summary: E-commerce Sales Analysis Dashboard

## Introduction:

The E-commerce Sales Analysis Dashboard provides a comprehensive overview of key sales metrics, profitability, and order trends over time. This dashboard helps stakeholders make data-driven decisions by analyzing sales growth, profit margins, category-wise performance, regional sales distribution, and top-selling product categories.

## Key Insights and Findings:

### 1. Overall Business Performance

- Total Sales: ₹22.97 million
- Total Profit: ₹2.86 million
- Total Quantity Sold: 37,873 units
- Total Number of Orders: 9,994
- Profit Margin: 12.47%

### 2. Year-over-Year (YoY) Growth

- Sales Growth: 20.62%
- Profit Growth: 14.41%
- Quantity Growth: 27.45%
- Orders Growth: 28.64%
- Profit Margin Decline: -5.15%

### 3. Sales and Profit Trends

- Monthly sales and profits show a steady increase over the year, with peaks in October, November, and December, indicating seasonal trends.
- Higher revenue months suggest key sales periods, possibly influenced by promotional campaigns, holiday sales, or increased demand.

### 4. Category-wise Analysis

- Technology contributes the highest profit (₹286.4K), followed by Furniture (₹145.45K) and Office Supplies (₹122.49K).
- Category-wise Sales Share (%):
  - Technology: 36.4%

- Furniture: 31.3%
- Office Supplies: 32.3%

## **5. Regional Performance**

- Sales vary by state, with stronger performance in certain regions (highlighted on the map).
- Highest sales recorded in specific states (e.g., ₹457.69K in top-performing states).

## **6. Top-Selling Subcategories**

- The top five selling subcategories based on revenue:
  - Phones: ₹330.01K
  - Chairs: ₹328.45K
  - Storage: ₹223.84K
  - Tables: ₹206.97K
  - Binders: ₹203.41K

## **7. Customer Segmentation**

- The dashboard includes filters for analyzing sales based on Year, Customer Segment (Consumer, Corporate, Home Office), and Region (Central, East, South, West).
- This feature allows businesses to drill down on customer behavior and target specific market segments for growth.

## **Conclusion & Business Recommendations:**

### **Key Takeaways:**

- Strong growth trends in sales and orders indicate a positive business trajectory.
- Profit margin has declined (-5.15%), signaling a need to optimize costs or pricing strategies.
- Technology category dominates sales and profit, suggesting a strategic focus on expanding this segment.
- Seasonal demand patterns in Q4 highlight opportunities for targeted marketing and inventory planning.
- Regional sales variations should be analyzed further to enhance market penetration in underperforming states.

## **Actionable Recommendations:**

1. Increase Profit Margins: Evaluate pricing strategies and cost structures to improve profitability.
2. Boost Seasonal Sales Campaigns: Leverage peak months (Oct–Dec) for promotions and discounts.
3. Expand High-Performing Categories: Focus on growing the Technology and Furniture segments.
4. Regional Sales Strategy: Optimize logistics and marketing efforts in underperforming regions.
5. Customer Segmentation Marketing: Tailor promotional offers for Consumer, Corporate, and Home Office segments.