

E-commerce Sales Dashboard Analysis

Data-Driven Sales Strategy with Excel

Turning Raw Data into Business Insights



2025





Introduction

01. Built an interactive dashboard + Excel project
02. Based on a real-world E-commerce dataset
03. Goal: Convert raw transactions into clear, actionable insights
04. Focus: Revenue Growth & Operational Efficiency





Business Problem

Modern E-commerce companies face challenges:

Huge volumes of daily sales data across multiple categories & regions

Lack of clear visibility into profitable vs loss-making segments

Difficulty in controlling underperforming products & optimizing pricing

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Complex inventory and stock management across locations

Tracking diverse payment modes & evolving customer trends

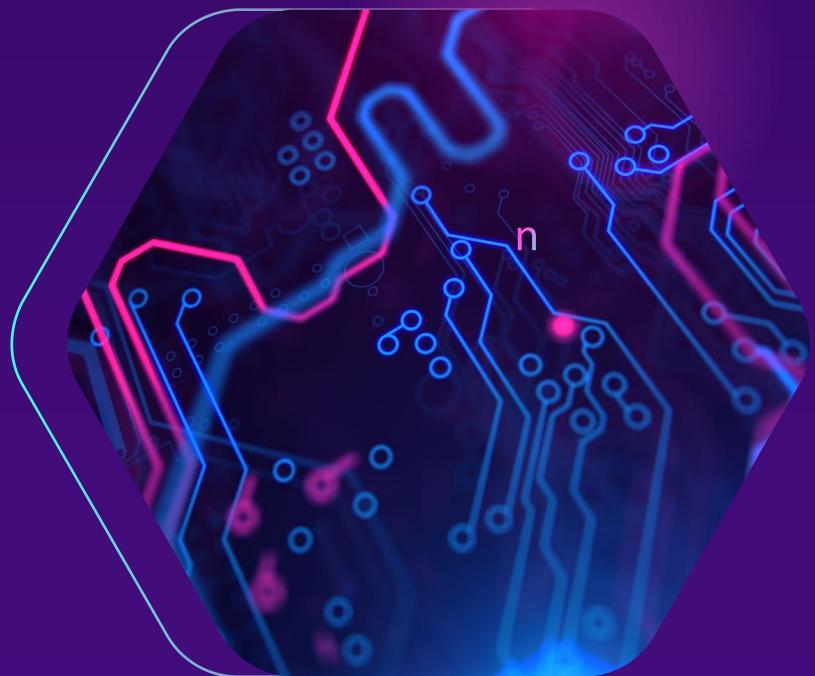
Struggle to achieve sales targets consistently

Limited insights for effective local & regional marketing campaigns





Challenges Without Dashboard



No centralized sales performance view



Missing clarity in product vs category profitability



Gaps in forecast vs actual sales



Struggles in regional / city-level targeting

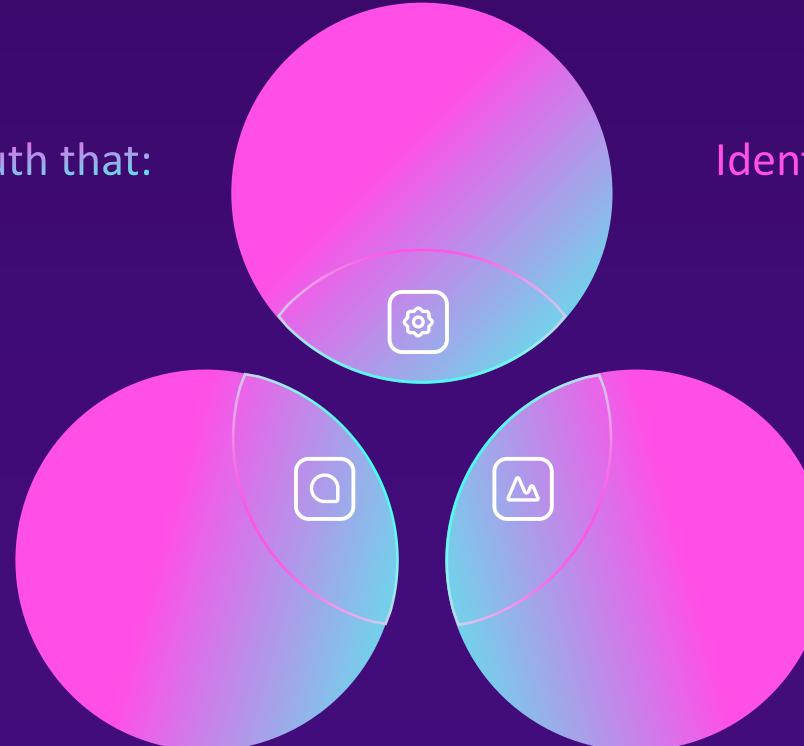


Weak payment mode optimization



Project Objective

To design a single source of truth that:



Identifies strengths & weaknesses:

Provides real-time performance insights

Supports smart decisions in sales,
inventory & marketing

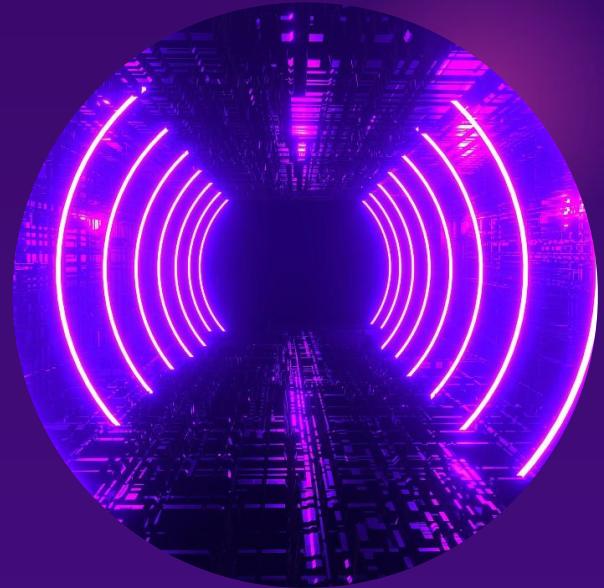


Data Preparation



Steps followed:

- Cleaning & handling missing values
- Standardizing product, region, city, payment fields
- Transforming raw transactions into structured data
- Ready for dashboard reporting





Business Performance Insights

1. Category & Product

- Top-performing vs low-performing categories
- Best-selling & low-selling products
- Action: Boost winners, improve/phase out underperformers



2. Region & State

- High vs low revenue regions
- State-level insights for inventory & campaigns



3. Company & Pricing

- Brand-wise performance comparisons
- Pricing trends & impact on sales
- Action: Manage partnerships & adjust pricing strategies





Customer & Market Insights

1. Sales Target Achievement

- Gap between actual vs target performance
- Action: Early shortfall detection & strategy adjustment



2. Payment Modes

- Preferences: COD, UPI, Card, Wallets
- Action: Optimize checkout flow & offer incentives



3. Demographics (Gender & City)

- Male vs Female buying behavior □ □
- Top cities driving highest revenue □ □
- Action: Run targeted promotions & hyperlocal campaigns





Solutions Proposed

Boost Strong Segments →
More ads, stock, push



Payment Optimization →
Promote preferred modes,
balance fees

Fix Weak Segments →
Offers, combos, drop poor
items



Gender Offers →
Campaigns for
Male/Female buyers

Bridge Gaps → Track
shortfalls, tweak strategy



Gender & city-based
targeting

Local Marketing →
State/region offers,
events



City Focus → Local ads,
quick delivery



What It Shows



E-commerce data flow expertise



Dashboard & Excel skills



Pattern & insight discovery



Real solutions, not just numbers



Business mindset & storytelling

Dashboard Highlights



- Fully interactive, drill-down views
- Dynamic filtering (by category, region, payment)
- Clear visual storytelling for decision-makers





Excel Project Features

01. Pivot tables & charts

02. Dynamic summaries

03. Scenario analysis

04. Easy-to-use for managers

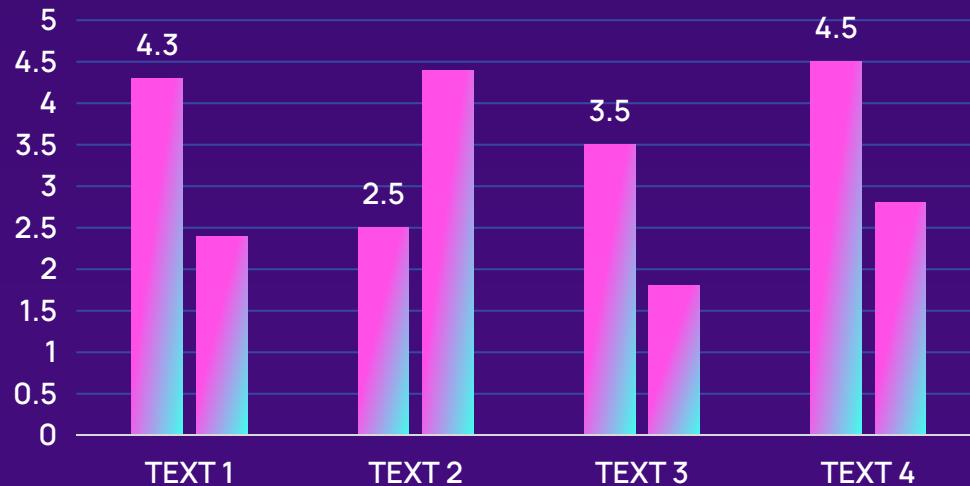




Tools & Skills Used

Tools:

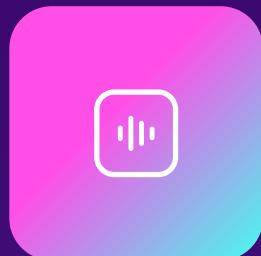
- Excel (cleaning, formulas, pivots, visualization)



Skills:

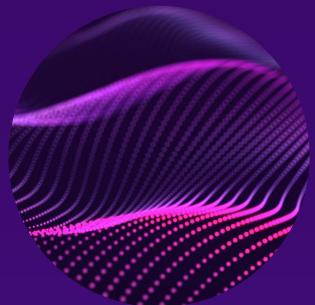
- Business Analysis
- Data Cleaning & Transformation
- Sales Performance Tracking
- Interactive Dashboards
- Storytelling with Data

100%





Key Takeaway & Conclusion



Dashboard converts raw data → clear actions



Supports growth,
strategy & efficiency



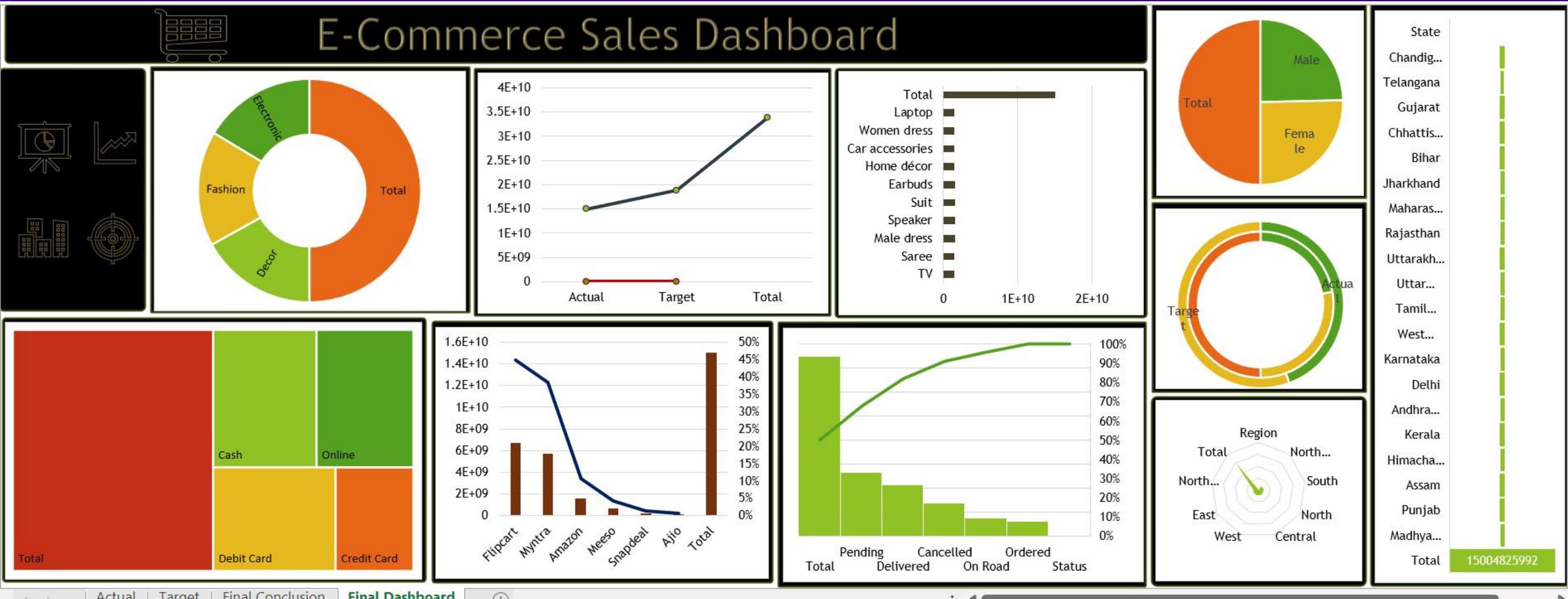
Scalable for any
E-commerce business



-Proves ability to deliver Data-Driven Decision Support



Final Dashboard





Thank You!

Every great presentation is complete with a great audience
— and that's you!

