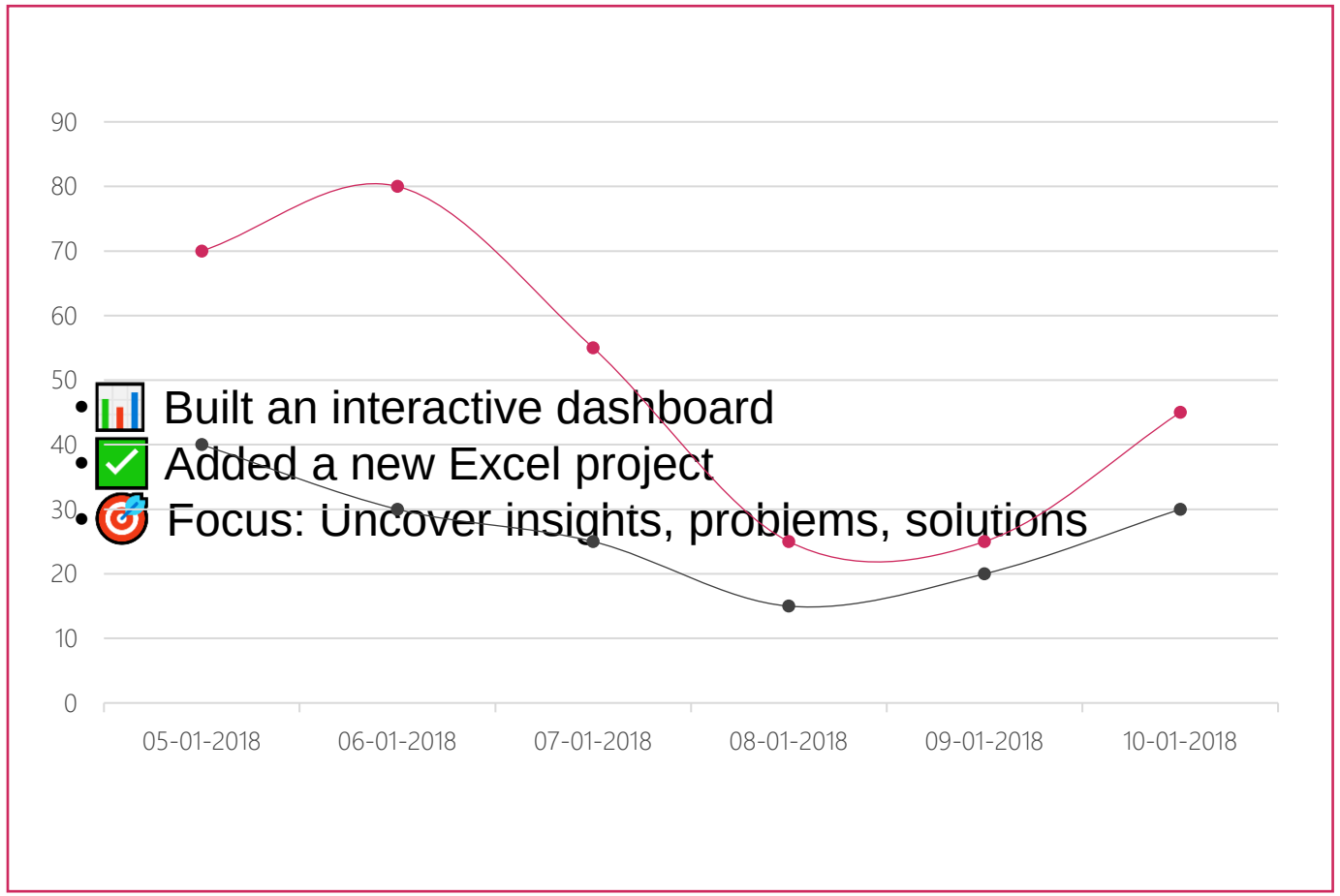
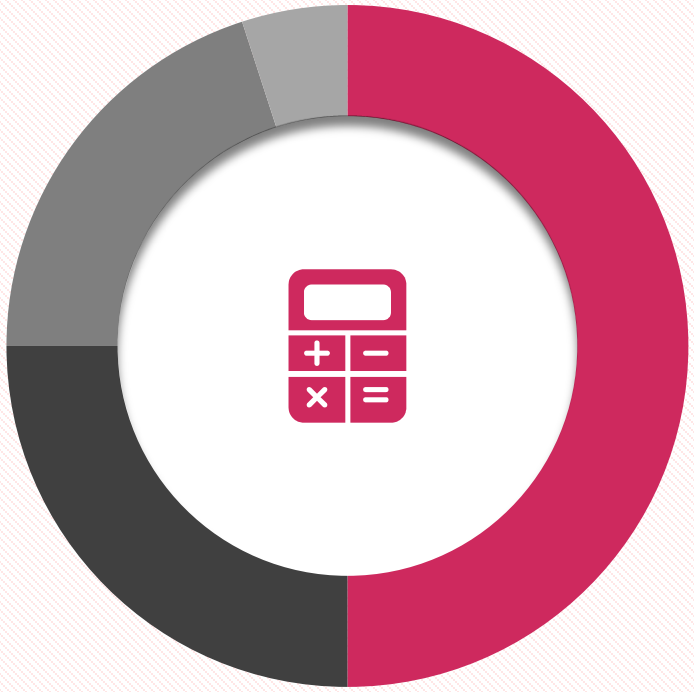
E-commerce Sales
Dashboard Analysis

BUSINESS PROBLEM



- Huge daily sales data
- Lack of clear visibility
- Struggle to:
  - Find profitable segments
  - Control poor products
  - Optimize stock & price
  - Track payment trends
  - Meet sales targets
  - Plan local marketing

KEY INSIGHTS



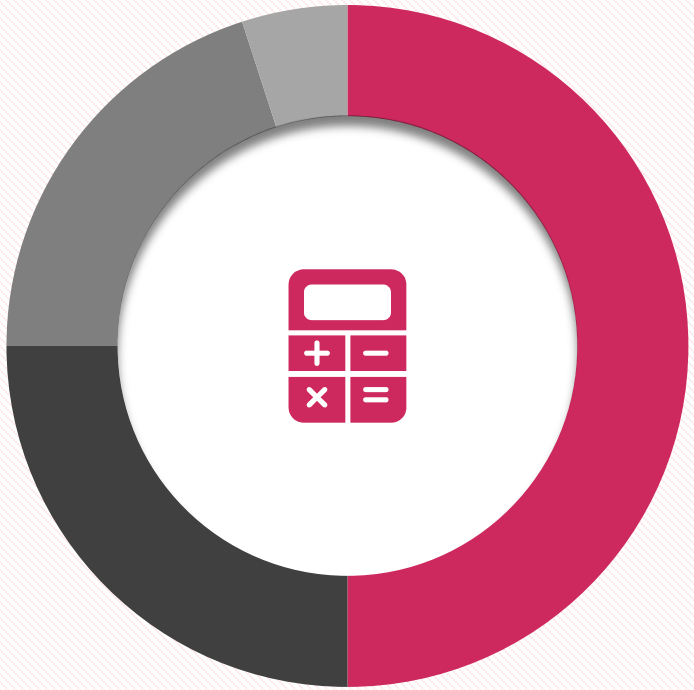
📁 **Category-wise Sales:** Top vs low categories

🌎 **Region-wise Sales:** High vs low regions

📦 **Product-wise Sales:** Best & worst products

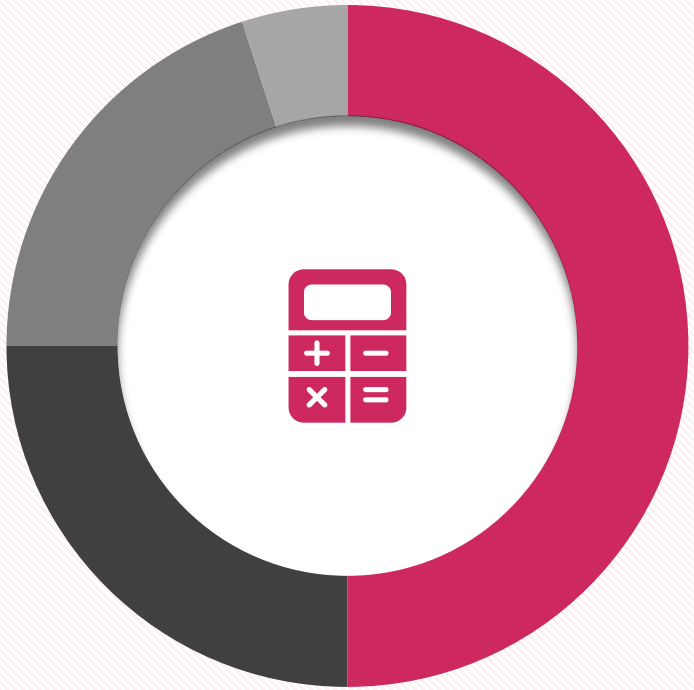
🎯 **Actual vs Target:** Goal achievement

KEY INSIGHTS



- **Company-wise Sales:** Partner-wise totals
- **Product Status & Price:** Stock & pricing
- **Payment Mode:** Popular payment types
- **State-wise Sales:** State performance

KEY INSIGHTS



- **Gender-wise Sales:** Male vs Female
- **City-wise Sales:** Top contributing cities
- **Payment Mode:** Popular payment types
- **State-wise Sales:** State performance

PROPOSED SOLUTIONS

- 📈 **Boost Strong Segments** → More ads, stock, push

📉 **Fix Weak Segments** → Offers, combos, drop poor items

🎯 **Bridge Gaps** → Track shortfalls, tweak strategy

🗺️ **Local Marketing** → State/region offers, events

💳 **Payment Optimization** → Promote preferred modes, balance fees

👥 **Gender Offers** → Campaigns for Male/Female buyers

🏙️ **City Focus** → Local ads, quick delivery

KEY TAKEAWAY

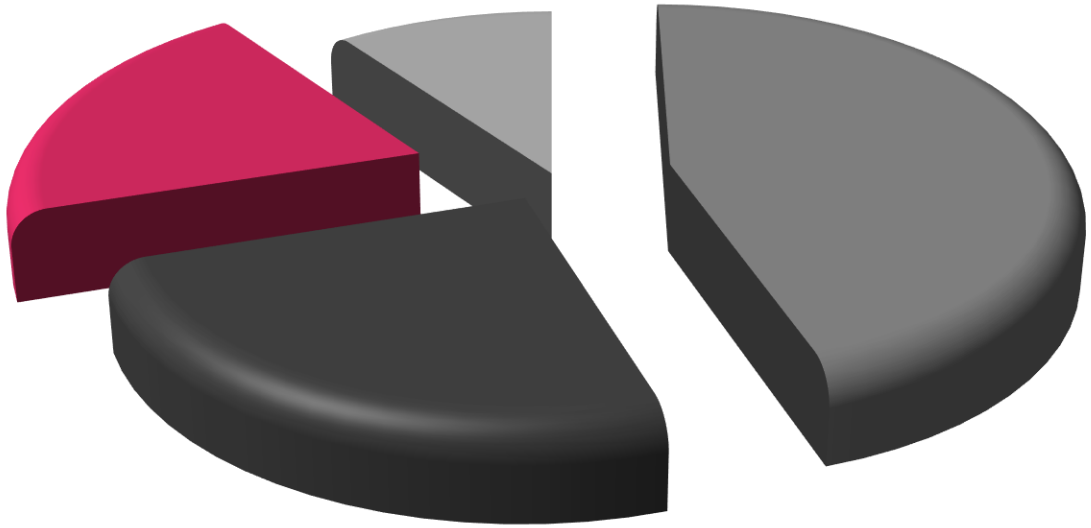
Dashboard + Excel = Not just data — clear actions

Turns raw sales into a roadmap for growth

Supports smart, sustainable decisions

✨ WHAT IT SHOWS

- ✔ E-commerce data flow expertise
- ✔ Dashboard & Excel skills
- ✔ Pattern & insight discovery
- ✔ Real solutions, not just numbers
- ✔ Business mindset & storytelling



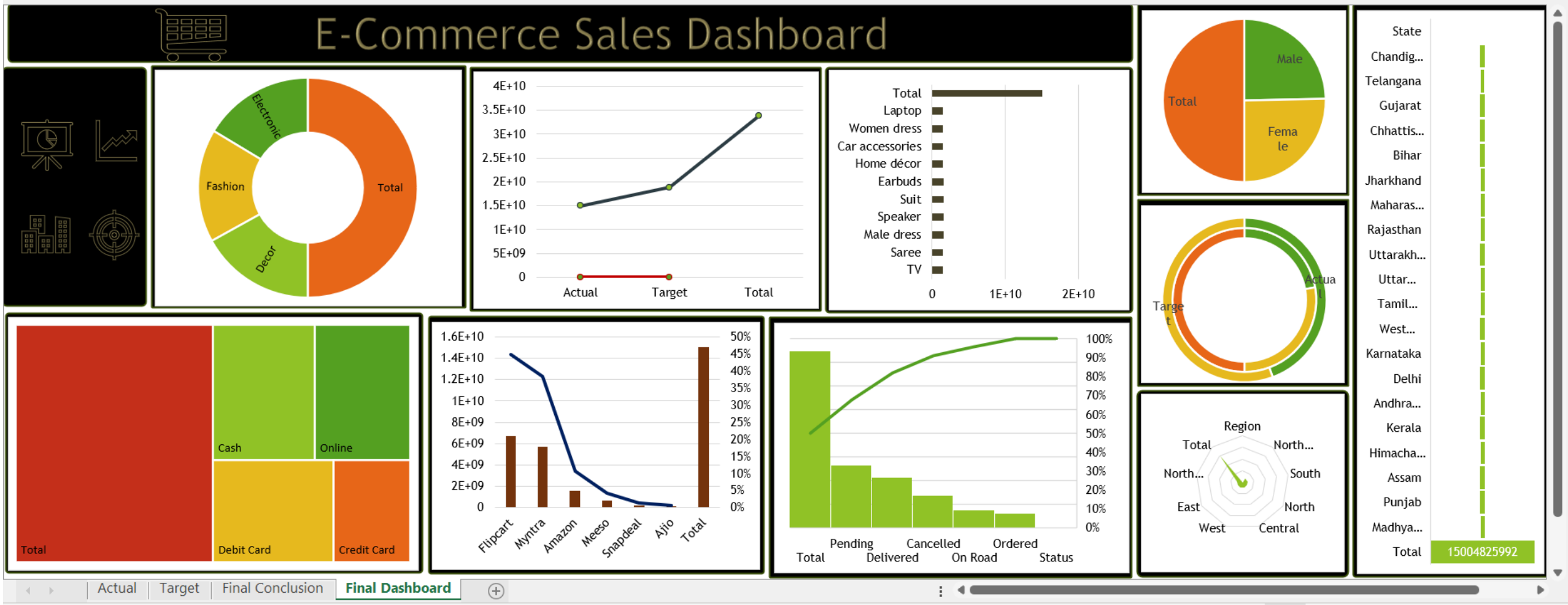
PROJECT INFO

Type: E-commerce Dashboard | Business Insights | Excel Reporting

Status: Completed

Category: Data Analysis | BI | Decision Support

Final Dashboard



THANK
YOU