

# Pan-India Sales Insight:

Building a Dynamic Dashboard for Madhav Store's Online Retail Analytics



## **Project Objective:**

Owner of Madhav Store wants us to help them create a dashboard to track and analyze their online sales across India

## MADHAV E-COMMERCE SALES DASHBOARD

438K

Sum of Amount

5615

Sum of Quantity

37K

Sum of Profit

121K

Sum of AOV

Qtr 1

Qtr 2

Qtr 3

Qtr 4

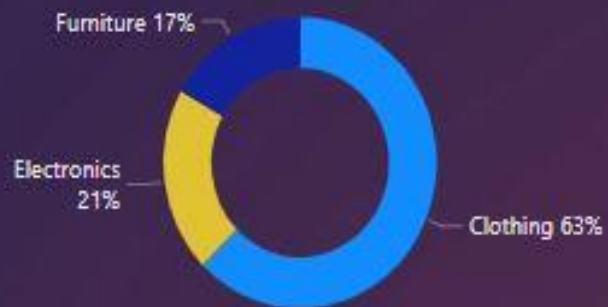
State

All

Sum of Amount by State



Sum of Quantity by Category



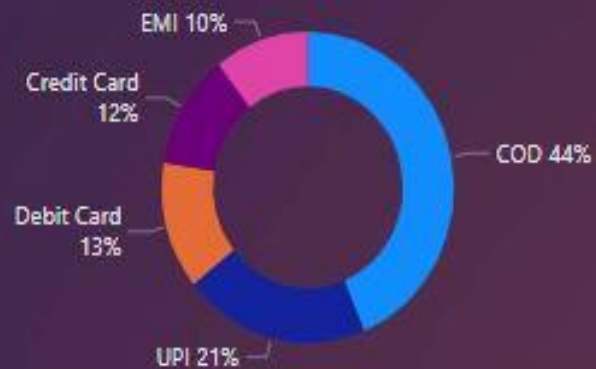
Profit by Month



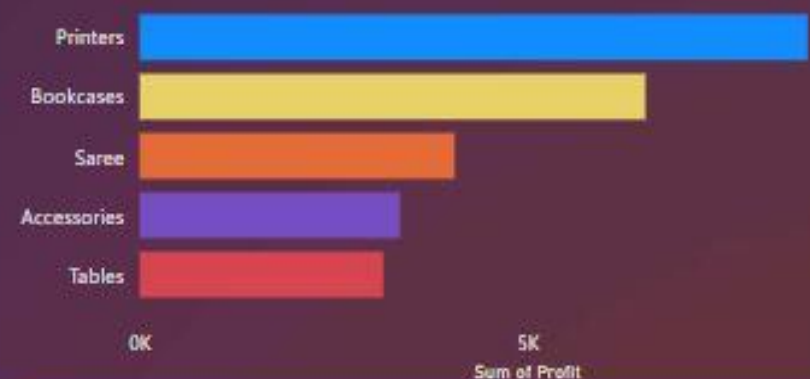
Sum of Amount by CustomerName



Sum of Quantity by PaymentMode



Sum of Profit by Sub-Category



## MADHAV E-COMMERCE SALES DASHBOARD

102K

Sum of Amount

1091

Sum of Quantity

6963

Sum of Profit

28K

Sum of AOV

Qtr 1

Qtr 2

Qtr 3

Qtr 4

State

Maharashtra

Sum of Amount by State

Maharashtra

0.0M

0.1M

Sum of Amount

Sum of Quantity by Category

Furniture 19%

Electronics 25%

Clothing 56%

Profit by Month



Sum of Amount by CustomerName



Sum of Quantity by PaymentMode

Credit Card 11%

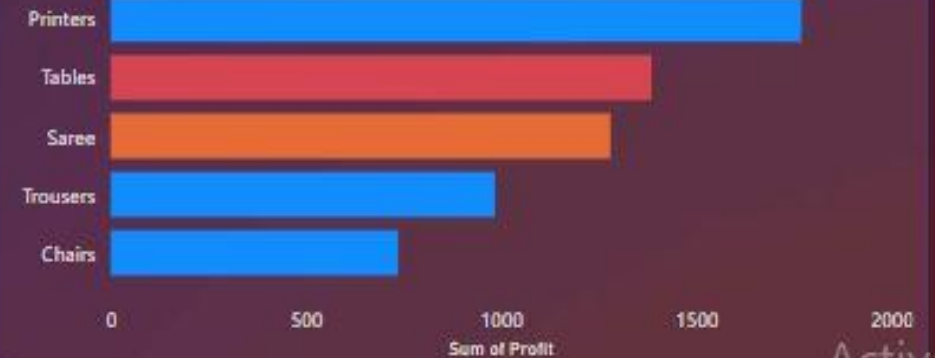
EMI 11%

Debit Card 13%

UPI 21%

COD 45%

Sum of Profit by Sub-Category





## Project Learnings:

- Created interactive dashboard to track and analyze online sales data
- Used complex parameters to drill down in worksheet and customization using filters and slicers
- Created connections, join new tables, calculations to manipulate data and enable user driven parameters for visualizations
- Used different types of customized visualization (bar chart, pie chart, donut chart, clustered bar chart, scatter chart, line chart, area chart, map, slicers, etc)