Executive Summary – Sales Analysis Dashboard

This project delivers a comprehensive **sales performance analysis** using an interactive Excel dashboard, enabling stakeholders to monitor revenue, order trends, customer behavior, and operational efficiency across **occasions, categories, time periods, products, and cities**.

Overall Business Performance

- The business recorded **1,000 total orders**, generating **₹3.52 million in total revenue**.

- **Average customer spending** stands at **₹3,520.98 per order**, indicating a healthy order value.

- **Average delivery turnaround time (TAT)** is **5.53 days**, reflecting reasonably efficient logistics with scope for further optimization.

Revenue Insights

- **Occasion-based analysis** shows that **Anniversary and Raksha Bandhan** contribute the highest revenue, highlighting the strong impact of emotional and gifting-driven occasions.

- **Diwali and Valentine's Day** generate comparatively lower revenue, suggesting potential opportunities for targeted promotions or bundle offers during these events.

- **Category-level performance** reveals **Colors, Soft Toys, and Sweets** as the top revenue drivers, while **Plants and Mugs** contribute the least, indicating lower customer demand or limited visibility.

Time-Based Trends

- **Monthly revenue trends** show noticeable spikes during specific months, reflecting **seasonality and festive demand**, while mid-year months demonstrate relatively stable but lower revenue.

- **Hourly order analysis** indicates peak ordering activity during **evening and late-night hours**, suggesting customer preference for placing orders after working hours. This insight can guide staffing, delivery planning, and targeted digital campaigns.

Product Performance

- The **Top 5 products by revenue** (including items such as *Magnum Set* and *Quia Gift*) account for a significant share of total revenue, confirming the importance of a focused product portfolio.

- Consistent performance among top products indicates strong customer preference and reliability of bestsellers.

Geographic Insights

- **Top 10 cities by order count** highlight strong demand from metro and tier-1 cities such as **Imphal, Dhanbad, and Kavali**, suggesting concentration of customer base in urban and semi-urban regions.

- These insights can support **regional marketing strategies**, city-specific offers, and optimized delivery networks.

Strategic Value of the Dashboard

- Interactive slicers for **Occasion, Order Time, and Delivery Date** allow real-time, drill-down analysis.

- Enables leadership to quickly identify **revenue drivers, demand patterns, and operational bottlenecks**.

- Supports data-driven decision-making for **marketing campaigns, inventory planning, logistics optimization, and customer targeting**.

Key Recommendations

1. **Leverage high-performing occasions** with early campaigns and premium bundles.

2. **Boost underperforming categories** through cross-selling and promotional discounts.

3. **Optimize delivery timelines** to further reduce average TAT and improve customer satisfaction.

4. **Focus marketing on peak order hours** and high-performing cities.

5. **Expand top-performing products** while reassessing low-revenue items.