**Report**

**E-commerce Sales Analysis Dashboard**

**Abstract:**

This report provides an in-depth analysis of Madhav e-commerce sales data, aiming to identify key trends and insights to optimize sales strategies.

**Introduction:**

The e-commerce industry has seen exponential growth. Understanding sales trends is crucial for business success. This project analyzes Madhav e-commerce store sales data to identify top-selling products, regions, and customer segments.

**Data Source:**

The dataset was sourced from Kaggle's E-commerce data repository and YouTube.

**Methodology:**

The analysis was performed using Power BI, focusing on sales trends, product performance, and regional analysis.

* Pre-processing: Cleaned and formatted data using Power Query. Created new columns and created categories for age group and months.
* Data cleaning: Removed duplicates and handling missing values.
* Analysis: Calculated total sales, total sales amount, total profit, average order value, sales by month and states, product performance

**Insights and Results:**

The analysis revealed that clothing has the highest sales, with Maharashtra generating the highest revenue. Analysis by month states that the highest sales were in November and January at second while the summer season has been a low sales season.

**Discussion:**

Insights suggest focusing marketing efforts in states like Sikkim, Tamil Nadu, Goa, Himachal Pradesh and Haryana lying in bottom five and implementing new marketing strategies in summer season. However, offers can be introduced during winter seasons to increase sales.

**Conclusion:**

The project provides actionable insights for optimizing sales strategies. Future work could involve more granular customer segmentation and predictive sales modelling.

**References:**

1. Kaggle E-commerce Dataset

2. Power BI Documentation