

## OBJECTIVE

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

# E-COMMERCE SALES DASHBOARD

Qtr 1

Qtr 2

Qtr 3

Qtr 4

All



438K

Sum of Amount

37K

Sum of Profit

5615

Sum of Quantity

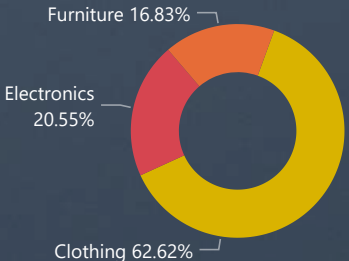
121K

Sum of AOV

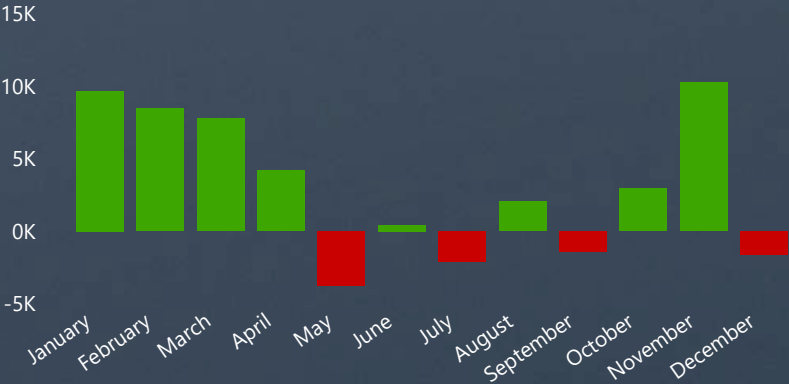
## Sum of Amount by State



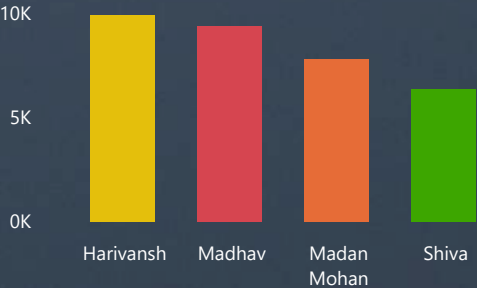
## Sum of Quantity by Category



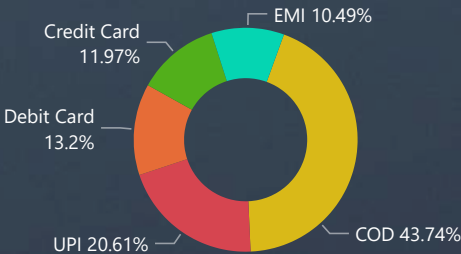
## Profit by Month



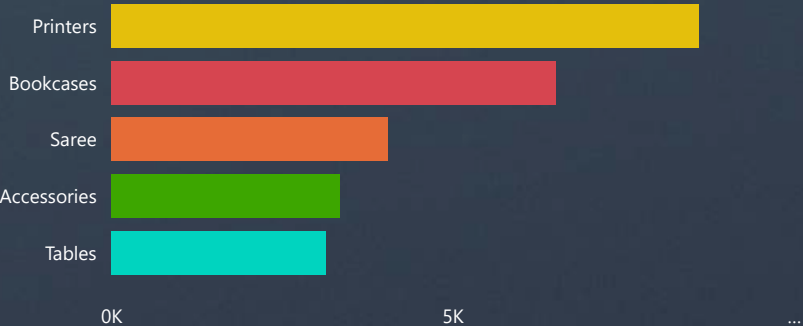
## Sum of Amount by CustomerName



## Sum of Quantity by PaymentMode



## Sum of Profit by Sub-Category



## INSIGHTS

- Maharashtra, Madhya Pradesh & Uttar Pradesh are the top 3 states.
- Clothing category has contributed the most in sales. Saree is the top selling product in this category.
- Printer is the top selling sub category product followed by Bookcases and Saree.
- November month has contributed most in profits followed by January and February.
- May is the most loss making month followed by December and July.

## 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).