EXCEL Project Details

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| S.N Shopmart | | |
| **Index** | **Heading** | **Description** |
| 1 | Domain | E-Commerce |
| 2 | Overview | “S.N Shopmart” is an e-commerce company, unit of S.N Group of Company. S.N Shopmart deals diverse products and categories like Phones, Chairs, Storage, Tablets and many more. Based on the several years of sales data S.N Mart want to create a Sales Analysis Report with Dashboard, so that they can understand their customers and grow more sales in future. |
| 3 | Objective |  |
|  |  | * Analyze sales data for S.N Shopmart company based on Year, Category, Segment and cross different regions * Identify trends and patterns in sales data that can help improve business performance. * Create KPI Banner showing Sales, Profit, Quantity, No. of Orders and Profit Margin. * Find Year on Year (YOY) growth for each KPI. * Compare Sales and Profit by using custom combo Chart. * Compare Category wise Profit * Analyze Category wise Sales Share%. * List Top 10 States Contributing to maximum sales. * List Top 5 highest selling Sub-Categories. |
| 4 | Project Summary | Explore S.N Shopmart sales data to improve decision-making by analyzing trends and patterns in orders, customers, High selling products and categories, also analyze the performance based on region and states. |