**Synopsis: ecommerce Sales Dashboard**

### 1. ****Introduction****

**Project Title:** eCommerce Sales Dashboard

**Objective:**  
The aim of this project is to analyze sales data across multiple platforms (Myntra, Amazon, Ajio) and provide key insights into customer demographics, product performance, sales trends, and geographic distribution. Using Excel, the data will be visualized in an interactive dashboard to help stakeholders track and improve sales strategies.

**2. Data Collection and Preparation**

**Data Source:**  
The dataset contains transactions from various online sales channels (Myntra, Amazon, Ajio), with details such as customer age, order status, product information (SKU, size, category), and shipping details.

**Data Cleaning:**

* **Duplicate Removal:** Identified and removed duplicate records to maintain data integrity.
* **Standardization:** Ensured consistency across fields such as date formats, currency, and product sizes.
* **Completeness Check:** Verified that key fields such as age group, category, sales channel, and shipping details are populated.

**3. Data Upload and Dashboard Creation**

**Excel File:**  
After preparing the dataset, it was loaded into Excel, and pivot tables were created to analyze different dimensions such as customer demographics, sales channels, and product categories.

**Dashboard Visualizations:**

* **Sales by Channel:** A bar chart showcasing sales distribution across Myntra, Amazon, and Ajio.
* **Customer Age Group Analysis:** A pie chart breaking down sales based on age groups (e.g., Teenager, Adult, Senior).
* **Product Performance:** A table or chart highlighting top-selling products by category (Set, Kurta, etc.) and SKU.
* **Geographic Distribution:** A map chart visualizing sales across different cities and states.

**4. Key Features and Analysis**

**Sales Trends:**

* **Monthly Sales:** Analyze monthly trends using a line chart to identify peak sales periods (e.g., festive season spikes in December).
* **Channel Performance:** Identify top-performing sales channels (Myntra, Amazon, Ajio) by filtering sales data.
* **Category Insights:** Evaluate product categories that generate the most revenue or have the highest demand.

**Customer Demographics:**

* **Age Group Analysis:** Track sales based on customer age groups to understand which segments (Teenagers, Adults, Seniors) contribute most to revenue.
* **Geographic Insights:** Highlight key shipping cities and states that represent high sales volumes to inform regional marketing strategies.

**5. Insights and Findings**

**Key Insights:**

* **Sales Channels:** Myntra and Amazon show higher sales volume compared to Ajio, making them key platforms to focus on for inventory and promotions.
* **Product Categories:** Sets and Kurtas are the most popular product categories, with specific SKUs (e.g., JNE1233) consistently performing well.
* **Age Demographics:** The Adult and Senior customer groups contribute significantly to sales, suggesting a need for age-targeted marketing strategies.

**6. Recommendations**

**Optimize Sales Channels:**

* **Channel Focus:** Invest more in top-performing sales channels and explore cross-channel promotions to boost sales on platforms like Ajio.

**Customer Segmentation:**

* **Age-based Marketing:** Leverage customer age data to tailor marketing strategies for specific age groups. For example, targeted promotions for Senior customers on products like Kurtas.

**Inventory Management:**

* **Product Performance Tracking:** Stock more of the best-selling products (e.g., specific sets or kurtas) and reduce inventory for underperforming items to manage costs effectively.

**7. Tools and Techniques**

**Excel Tools:**

* **Pivot Tables:** Used to summarize sales by different dimensions (e.g., channel, product category, age group).
* **Charts and Graphs:** A variety of visualizations, including bar charts, pie charts, and maps, were created to visualize key metrics and insights.
* **Slicers:** Interactive slicers added to allow stakeholders to filter data by product category, sales channel, or time period easily.

**Techniques Used:**

* **Calculated Fields:** Created additional metrics like total sales per customer segment and SKU performance.
* **Conditional Formatting:** Highlighted key trends such as the highest and lowest sales figures using color-coded cells.

### 8. ****Conclusion****

**Summary:**  
The eCommerce Sales Dashboard provided an in-depth overview of the sales performance across various channels, customer demographics, and product categories. These insights are essential for refining sales strategies, enhancing customer targeting, and optimizing inventory management.

**Future Work:**  
Future enhancements could include integrating more detailed customer feedback, incorporating competitor data, and using machine learning models to predict future sales trends based on past performance.

This synopsis is focused on the creation of a detailed **eCommerce Sales Dashboard** using Excel, emphasizing sales analysis across multiple dimensions. Let me know if you'd like any adjustments!