

Gift Shop Revenue & Order Analysis Dashboard

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Excel | ETL | Power Query | Power Pivot | Dashboard Project

Tools Used: Microsoft Excel, PivotTables, Pivot Charts, Slicers, Dashboard Design

1. Project Overview

This project analyzes the revenue and order performance of a Gift Shop for the year 2023 using Excel, Power Query, and Power Pivot. The objective was to clean and transform raw data, build a proper data model, and create two interactive dashboards:

- Revenue Analysis Dashboard
- Order Analysis Dashboard.

These dashboards provide insights into customer behavior, product preferences, seasonal demand, and operational performance.

2. Data Preparation (ETL Process)

Data Extraction

- Extracted data from multiple files stored in a folder using Power Query Folder Import.

Data Transformation

Performed key transformations before loading into the data model:

- Created Month Name from Order_Date.
- Extracted Order Hour and Delivery Hour from Order_Time and Delivery_Time.
- Calculated Average Delivery Time using Delivery_Date – Order_Date.
- Created Revenue column using Quantity × Price per Unit.
- Checked for data quality issues (duplicates, missing values, invalid dates).Dataset was clean and consistent.

Data Modeling

Built a star schema using Power Pivot:

- **Fact Table:** ORDERS
- **Dimension Tables:** CUSTOMER, PRODUCT

Relationships:

- Customer_ID → Orders
- Product_ID → Orders

This model enables accurate aggregation and interactive filtering through slicers.

3. Revenue Analysis Dashboard – Key Insights



Figure 3.1 Revenue Analysis Of Gift Shop

From figure 3.1 the details are as follows:

3.1 Occasion-wise Revenue

- Anniversary (₹264,957) is the highest revenue generator.
- Raksha Bandhan (₹221,820) and Holi (₹200,136) also drive major revenue.
- Valentine's Day (₹124,950) performs comparatively lower.

Conclusion:

Festivals and celebrations are the biggest revenue drivers for the store.

3.2 Top Products Based on Revenue

High-performing products include:

- Teddy Bear (Medium): ₹197,071 — highest revenue-generating item.
- Kaju Katli Box (500g): ₹136,500
- Motichoor Ladoo Box (500g): ₹95,400
- Gulal Gift Box: ₹70,645

Soft Toys and Festive Gift Items dominate customer expenditure.

3.3 Top 5 Cities Revenue-wise

Cities contributing the most include:

- Ghaziabad – ₹15,480
- Bareilly – ₹14,479
- Tirunelveli – ₹12,987
- Darbhanga – ₹11,779
- Bhilai – ₹11,576

Tier-2 and Tier-3 cities are strong revenue contributors.

3.4 Revenue Trend – Month-wise

- Peak revenue months: February, March & August
- Low revenue months: January, April, July, October
- Revenue shows a strong seasonal pattern, especially during festival months.

3.5 Category-wise Revenue

- Soft Toys (₹324,247) and Sweets (₹315,200) lead in revenue.
- Plants, Mugs, and Raksha Bandhan items contribute moderately.

3.6 Gender-wise Revenue Contribution

- Male: 51%
- Female: 49%

The contribution is almost equal, indicating balanced customer engagement.

Summary

Total Revenue = ₹13,33,246

Total Orders = 1000

4. Order Analysis Dashboard – Key Insights

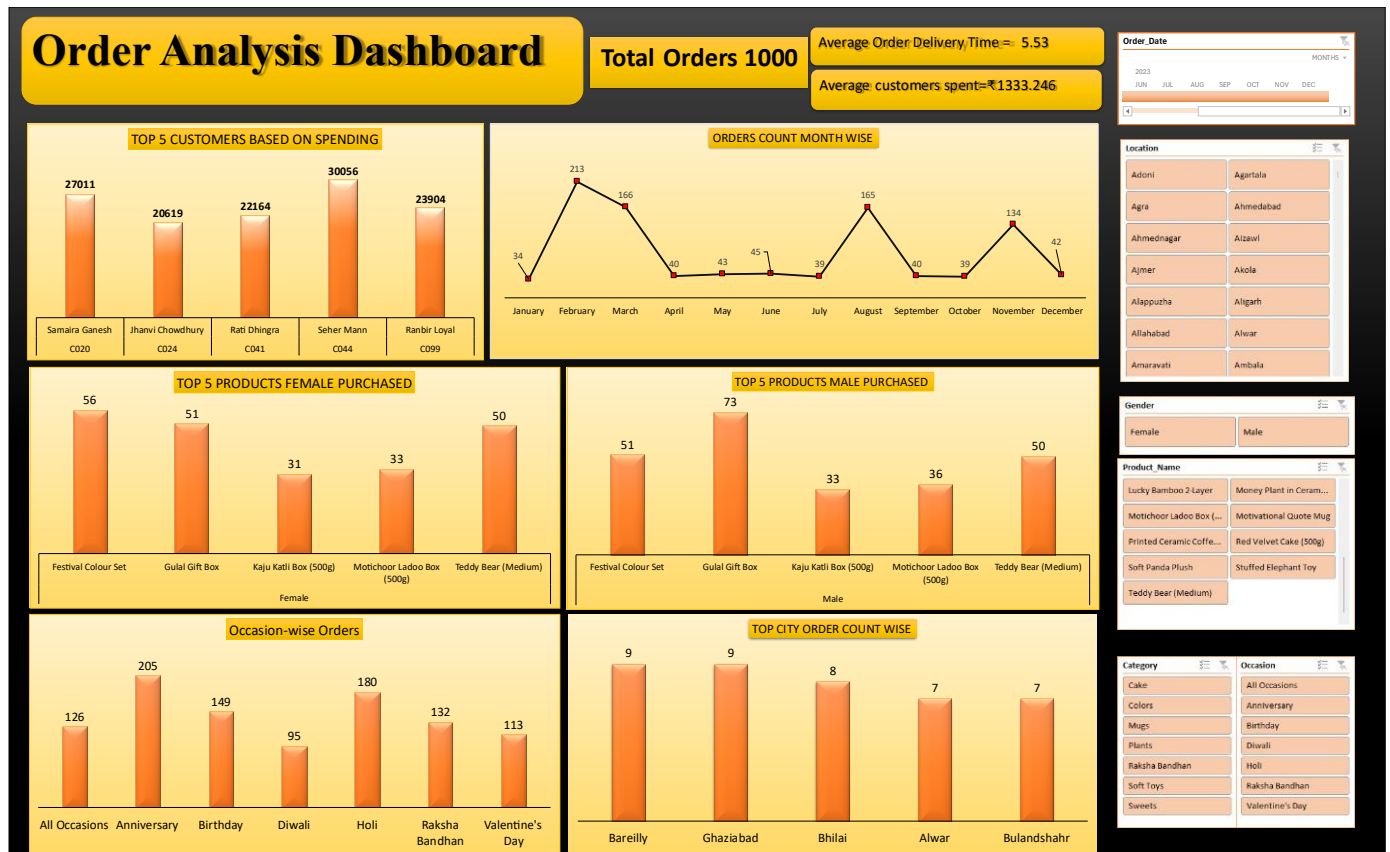


Figure 4.1 Order Analysis Dashboard

From figure 4.1 the details are as follows:

1) Month-wise Order Count

- January: 34
- February: 213 (highest)
- March: 166
- April: 40
- May: 43
- June: 45
- July: 39
- August: 165 (second peak)
- September: 40
- October: 39
- November: 134 (notable spike)
- December: 42

Interpretation: Strong peaks in February, March, August, and November; the rest of the year is low-to-moderate with several months clustered around ~39–45 orders.

2) Occasion-wise Order Counts

- Anniversary: 205 (highest occasion)
- Holi: 180
- Birthday: 149
- Raksha Bandhan: 132
- All Occasions: 126
- Valentine's Day: 113
- Diwali: 95

Interpretation: Anniversary and Holi are the biggest drivers of order volume campaigns and stock-planning should prioritize these events.

3. Top customers contribute significantly

Example:

- Seher Mann – 30,056
- Samaira Ganesh – 27,011

4) Gender-wise Top Products (order counts)

Female — top products (counts):

- Festival Colour Set — **56**
- Gulal Gift Box — **51**
- Teddy Bear (Medium) — **50**
- Motichoor Ladoo Box — 33
- Kaju Katli Box — 31

Male — top products (counts):

- Gulal Gift Box — **73**
- Festival Colour Set — **51**
- Teddy Bear (Medium) — **50**
- Motichoor Ladoo Box — 36
- Kaju Katli Box — 33

Interpretation: Both genders highly prefer Gulal Gift Box, Festival Colour Set, and Teddy Bear — product assortment and promos can be largely common across genders.

5) Top Cities — Order Count

- Bareilly: 9
- Ghaziabad: 9
- Bhilai: 8
- Alwar: 7
- Bulandshahr: 7

Interpretation: These Tier-2/Tier-3 cities show concentrated order counts — good candidates for geo-targeted marketing and faster delivery pilot.

6) Delivery & Average Customer Spend (from your dashboard)

- Average Delivery Time: 5.53 days
- Average Spend per Customer: ₹1,333.25

Interpretation: Delivery time has room for improvement; average spend is healthy and can be increased via bundles and cross-sells.

5. Combined Insights (Revenue + Orders)

Based on both dashboards, the following combined insights describe the overall performance of the Gift Shop:

1) Festivals and Occasions Strongly Drive the Business

Both revenue and order volumes clearly peak around major festivals and celebrations.

- Anniversary, Holi, Birthday, Raksha Bandhan show the highest order counts (205, 180, 149, 132).
- These same festivals also generate high revenue in the revenue dashboard (Anniversary, Raksha Bandhan, Holi).

Combined Interpretation:

The gift shop's business is heavily occasion driven. Festival inventory planning and targeted promotions will yield maximum impact. Regular months without festivals (Jan, Apr, Jul, Sep, Oct, Dec) show significantly lower activity.

2) Best-Selling Products Are Consistent in Both Revenue & Orders

Across both dashboards:

- Teddy Bear (Medium)
- Gulal Gift Box
- Festival Colour Set
- Kaju Katli Box (500g)
- Motichoor Ladoo Box (500g)

These items both appear in:

- Top revenue generators
- Top ordered items (male & female)

Combined Interpretation:

Soft toys, sweets, and festive gift bundles dominate customer preferences — stock prioritization here will directly increase sales.

3) Customer Contribution Is Uneven but Very Influential

Top customers like:

- Seher Mann – ₹30,056
- Samaira Ganesh – ₹27,011
- Ranbir Loyal – ₹23,904

These few customers contribute disproportionately to revenue.

Combined Interpretation:

A small set of loyal customers drives a major share of the business. Customer loyalty programs and personalized offers will deliver strong returns.

4) Gender Buying Behavior Is Almost Identical

Both male and female customers prefer:

- Gulal Gift Box
- Festival Colour Set
- Teddy Bear (Medium)

Revenue split:

- Male: 51%
- Female: 49%

Combined Interpretation:

Marketing does not require gender-specific strategies — unified campaigns work effectively for both segments.

5) Clear Seasonal Demand Patterns

High-performing months for revenue and orders overlap:

- February (highest)
- March & August (festival peaks)
- November (pre-festival spike)

Consistently low months include:

- January, April, July, September, October, December

Combined Interpretation:

Seasonality is predictable ideal for demand forecasting, staffing, and inventory optimization.

6) Specific Cities Repeatedly Perform Well

Revenue-wise cities: Ghaziabad, Bareilly, Tirunelveli, Darbhanga, Bhilai

Order-wise cities: Bareilly, Ghaziabad, Bhilai, Alwar, Bulandshahr

Combined Interpretation:

Certain Tier-2/Tier-3 cities show strong engagement across both metrics. These regions are ideal for targeted marketing and potentially faster delivery programs.

7) Delivery Performance Affects Customer Experience

- Average Delivery Time: 5.53 days
- Average Spend per Customer: ₹1333

Delivery is slower compared to typical e-commerce standards.

Combined Interpretation:

Reducing delivery time can directly improve customer satisfaction and repeat order likelihood, especially during high-volume festival periods.

6. Recommendations

Based on the combined analysis of revenue trends, customer behavior, product performance, and order patterns, the following strategic recommendations will help improve sales, operational efficiency, and customer retention.

1) Strengthen Inventory & Marketing During Festival Months

Since Anniversary, Holi, Raksha Bandhan, Birthday, and November peaks drive the highest orders and revenue:

- Increase inventory of top-selling products: Teddy Bears, Gulal Gift Boxes, Kaju Katli, Ladoo Boxes, and Festival Colour Sets.
- Run pre-festival promotions such as early-bird discounts, combo packs, and festival hampers.
- Start festival marketing campaigns 2–3 weeks in advance to capture early shoppers.

Expected Outcome: Higher revenue capture during peak demand and reduced stockouts.

2) Introduce a Customer Loyalty & VIP Program

Top customers like Seher Mann and Samaira Ganesh contribute disproportionately to total revenue.

- Create tiered loyalty levels such as Silver, Gold, Platinum. Offer benefits such as:
- Exclusive discounts, Birthday/occasion coupons, Early access to new gift items, Points for every purchase

Expected Outcome: Increased repeat purchases and stronger relationships with high-value customers.

3) Improve Delivery Efficiency (Current Avg: 5.53 days)

Delivery time is moderate and can be improved.

- Partner with faster logistics providers or introduce priority delivery for premium customers.
- Optimize packaging and dispatch workflow to reduce internal processing time.
- Explore city-level micro-fulfillment for high-order cities (Bareilly, Ghaziabad, Bhilai).

Expected Outcome: Higher customer satisfaction, fewer cancellations, and more repeated orders.

4) Focus Marketing & Promotions on High-Performing Cities

Cities like Bareilly, Ghaziabad, Bhilai, Alwar, Bulandshahr consistently rank high in order counts.

- Run targeted advertising (Facebook/Instagram geo-ads) in these locations.
- Offer city-exclusive bundles or festival special pricing to strengthen brand presence.
- Pilot faster delivery in these cities to boost customer retention.

Expected Outcome: Higher order volume from already strong markets.

5) Boost Demand During Low Months

Months like January, April, July, September, October, December show low activity.

Use these months for demand stimulation:

- Flash sales, limited-time discounts, and clearance events
- Buy-1-Get-1 (BOGO) offers soft toys and gift boxes
- “Festive Prep” early discounts for upcoming festivals
- Email/SMS re-engagement campaigns for inactive customers

Expected Outcome: Smoother sales distribution across the year and better inventory movement.

6) Promote Consistently High-Performing Products

Products appearing across both dashboards:

- Teddy Bear (Medium)
- Gulal Gift Box
- Festival Colour Set

- Kajju Katli Box
- Motichoor Ladoo Box

Promotional strategies:

- Highlight these in banner ads, homepage sliders, and WhatsApp promotions
- Create gift bundles combining Top 3 bestsellers
- Offer small discounts on combos to increase basket size

Expected Outcome: Higher average order value (AOV) and faster inventory turnover.

7) Maintain Gender-Neutral Marketing

Both Male and Female customers purchase similar items and contribute almost equally to revenue (51% vs. 49%).

- Use generic, inclusive messaging in campaigns
- Avoid over-segmented ads unless data shows differentiation
- Focus on occasion-based campaigns rather than gender-based targeting

Expected Outcome: Simplified marketing with higher conversion efficiency.

8) Expand Product Bundles for Key Occasions

Use the strong occasion-based buying pattern to boost sales:

- Anniversary Gift Hampers
- Holi Colour + Sweet Combo
- Birthday Gift Box + Soft Toy Set
- Raksha Bandhan Rakhi + Chocolate Bundle

Expected Outcome: Customers buy more items per order, raising both revenue and order value.

7. Conclusion

This project successfully demonstrates the complete analytics workflow for understanding the performance of a gift shop using Excel, Power Query, and Power Pivot. The dashboards reveal that festival seasons and special occasions drive the majority of sales, with products like soft toys, sweets, and gift boxes consistently performing well. Customer spending patterns show that a few high-value customers contribute significantly, and both genders exhibit similar purchasing behavior, allowing for unified marketing strategies.

While certain cities show strong order and revenue contributions, the analysis also highlights areas for improvement, particularly in optimizing delivery time and boosting sales during low-demand months. Overall, the insights from this project provide a clear roadmap for strategic decision-making, helping enhance inventory planning, marketing, customer engagement, and operational efficiency.