

Sales Performance Dashboard for Flipkart During Big Billion Days



Let's Go To Build A **Flipkart** Dashboard



Presented
by



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Dataset Overview

The dataset contains three tables which are 'Sales_Data', 'Product_Data', 'Customer_Data', these tables are merged using left joint the final Dataset 100,000 rows and 17 columns. Here's a summary of its structure:

Column Details:

- **Order Details:** Order Id, Order Date, Customer Id, Product Id.
 - **Transaction Metrics:** Qty, Unit Price, Total Sales.
 - **Customer Details:** Customer Name, Email, Phone, Join Date, Age, Gender.
 - **Product Details:** Product Name, Category, Stock Qty.
 - **Region:** Indicates the geographical region of sales.
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Key Observations:

- **Data Completeness:** No missing values were detected.
 - **Data Types:** Most fields are correctly typed (e.g., numeric for sales metrics, categorical for region and gender).
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Initial Insights from the Data

Key Metrics:

- **Total Sales Revenue:** ₹261,163,351.53
 - **Average Order Value:** ₹2,611.63
 - **Top-Selling Products:**
 1. **Product x1:** ₹2,127,781.39
 2. **Carry:** ₹1,988,400.11
 3. **Room:** ₹1,918,601.46
 4. **Citizen:** ₹1,820,793.20
 5. **May:** ₹1,759,954.24
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Regional Sales Performance:

- **East:** ₹52,753,536.56
 - **Central:** ₹52,179,864.12
 - **South:** ₹52,211,376.66
 - **North:** ₹52,168,524.47
 - **West:** ₹51,850,049.72
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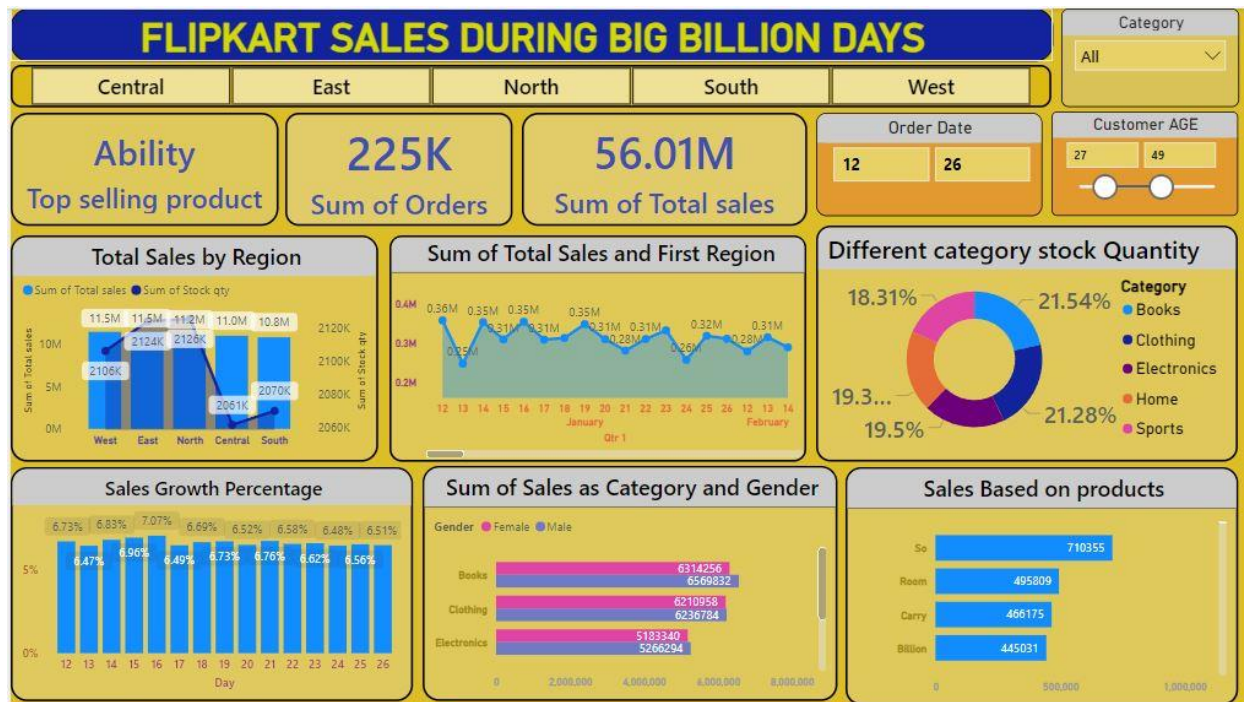
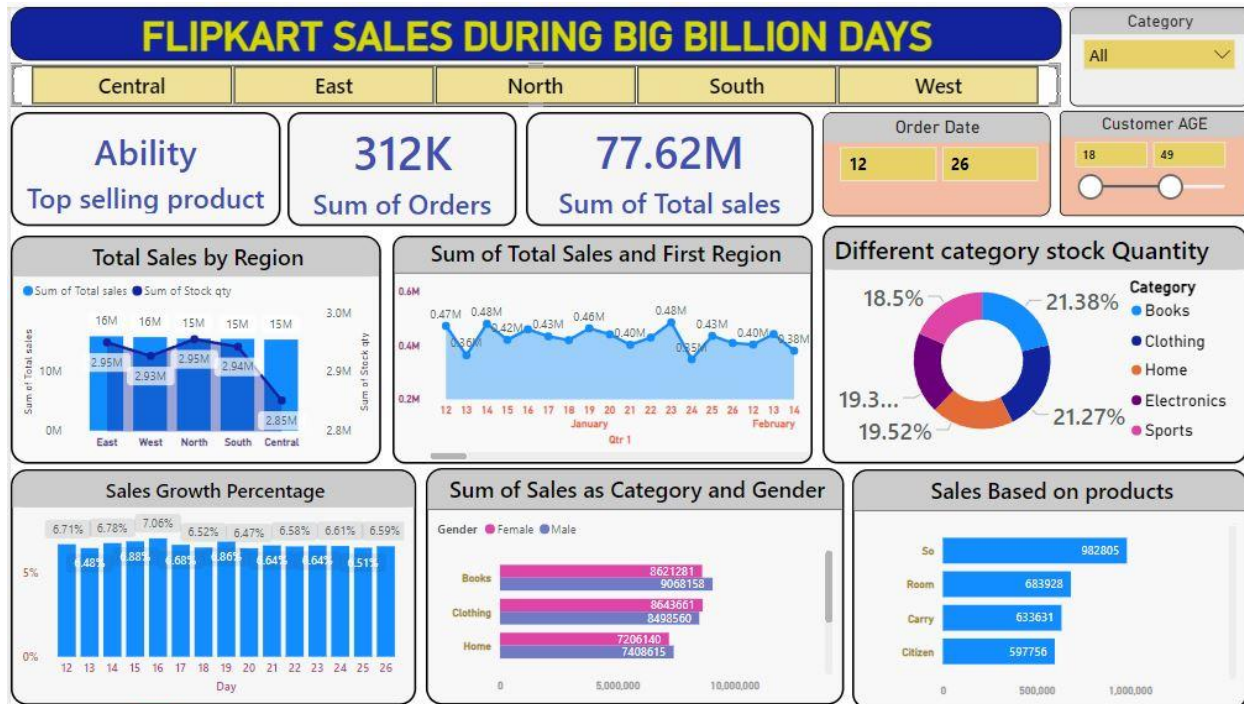
Customer Demographics:

- **Gender Split:**
 - Male: **51.14%**
 - Female: **48.86%**
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Data Quality:

- No duplicates were found in the dataset.
 - Dates have been converted for analysis, and the data appears clean and ready for Dashboard
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Dashboard Overview



Dashboard Overview

The dashboard is interactive and segmented into multiple sections to analyze sales trends, customer behavior, and product performance. Below is a breakdown of the components:

1. Header Section

- **Title:** "Flipkart Sales During Big Billion Days" emphasizes the focus of the analysis.
 - **Region Filters:** Allows users to view data filtered by regions: Central, East, North, South, and West.
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2. KPIs

- **Top-Selling Product:** Displays "Ability" as the most popular product.
 - **Sum of Orders:** 225K orders during the Big Billion Days.
 - **Total Sales:** ₹56.01M total revenue.
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3. Total Sales by Region

- A bar chart compares sales across regions:
 - **West, East, North, Central, and South regions** are plotted.
 - Overlaid with stock quantities.
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4. Sales Trend Over Time

- A line graph visualizes daily sales during the campaign, highlighting fluctuations and identifying peak sales days.
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5. Category Stock Quantity

- A pie chart showing the proportion of stock by category:
 - Categories include **Books, Clothing, Electronics, Home, and Sports**.
 - Distribution is fairly balanced, with each category occupying ~18-22%.
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6. Sales Growth Percentage

- A bar chart tracks the daily sales growth percentage over the analyzed period, showcasing a consistent upward trend with occasional dips.
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7. Sum of Sales by Category and Gender

- A stacked bar chart:
 - Sales split by categories (Books, Clothing, Electronics, etc.).
 - Segmented by gender (Male and Female).

8. Sales Based on Products

- A bar chart lists top-performing products based on sales revenue:
 - Products such as "So," "Room," "Carry," and "Billion" dominate.
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9. Interactive Filters

- Filters for **Order Date** and **Customer Age**:
 - **Order Date**: Allows selecting a specific date range for focused analysis.
 - **Customer Age**: A slider to filter data based on customer age groups.
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Key Observations from the Data:

1. **Regional Sales Performance:**
 - All regions exhibit similar sales, with no significant outliers.
 - Stocks were well-distributed across regions.
2. **Category-wise Stock Distribution:**
 - Electronics and Clothing had slightly higher stocks compared to other categories.
3. **Customer Demographics:**
 - Both genders contributed nearly equally to total sales.
 - Significant sales were driven by customers within the filtered age range.
4. **Sales Trends:**
 - Peak sales were observed on certain days, likely coinciding with promotional offers.
 - Consistent growth across the campaign period.

Report Deliverables:

A. Dashboard Features:

- Interactive slicers for time, region, and demographic analysis.
- Easy-to-read charts and visualizations for stakeholders.

B. Insights:

- **Total Orders and Revenue:** ₹56.01M revenue from 225K orders.
- **Top-Selling Product:** "Ability."
- **Key Growth Drivers:** Sales growth was steady with peak days driving higher revenue.

C. Business Recommendations:

1. Expand Inventory:

- Focus on top-performing categories like Electronics and Clothing.

2. Promotional Strategies:

- Schedule targeted promotions during peak days to maximize revenue.

3. Customer Segmentation:

- Leverage insights from the age and gender distribution to personalize campaigns.