Sales Dashboard Analysis

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Introduction

Project Overview:

The sales dashboard project aims to analyze the sales data to derive insights and trends that can help in making informed business decisions. This project involves analyzing sales, profit, and quantity data across different states, customers, categories, and payment modes.

Objectives:

- To identify the states with the highest sales.
- To determine the top customers by sales amount.
- To analyze the distribution of sales across different product categories.
- To understand the preferred payment modes by quantity.
- To track profit trends by month and sub-category.

Methodology

Data Sources:

- Sales data from the provided CSV and Excel files.
- Visualizations created using Power BI.

Tools and Techniques:

- Data cleaning and preprocessing using Python and Excel.
- Data visualization using Power BI.
- Analysis using various charts and graphs.

Data Analysis

Key Metrics:

- Total Sales Amount: 438K
- Total Profit: 37K
- Average Order Value (AOV): 121K
- Total Quantity Sold: 5615

Visualizations and Insights:

Sales by State:

 - Maharashtra: 102K

- Madhya Pradesh: 87K
 - Uttar Pradesh: 38K
 - Delhi: 23K
 - Rajasthan: 22K

Sales by Customer:
 - Harivansh: 9.9K
 - Madhav: 9.4K
 - Madan Mohan: 7.8K
 - Shiva: 6.3K
 - Vishakha: 6.1K

Sales by Category:
 - Clothing: 63%
 - Electronics: 21%
 - Furniture: 17%

Sales by Payment Mode:
 - COD: 44%
 - UPI: 21%
 - Debit Card: 13%
 - Credit Card: 12%
 - EMI: 10%

Profit by Month:
 - Highest profit in February and March (6.3K each).
 - Losses in July and December (-1.9K and -1.0K respectively).

Profit by Sub-Category:
 - Printers: 8.6K
 - Bookcases: 6.5K
 - Saree: 4.1K
 - Accessories: 3.4K
 - Tables: 3.1K

Findings

1. Sales by State:
- Maharashtra leads in sales, followed by Madhya Pradesh.
- States like Delhi and Rajasthan have relatively lower sales.

2. Sales by Customer:
- Top customers contribute significantly to the total sales.
- Harivansh and Madhav are the highest contributing customers.

3. Sales by Category:
- Clothing dominates the sales, accounting for 63% of the total quantity.
- Electronics and Furniture have significant shares as well.

4. Sales by Payment Mode:
- COD is the most preferred payment mode.
- Digital payment methods (UPI, Debit Card, Credit Card) are also popular.

5. Profit by Month:
- Seasonal trends observed with peak profits in February and March.
- Losses in mid-year (July) and year-end (December) indicating possible seasonal effects.

6. Profit by Sub-Category:
- Printers and Bookcases are the most profitable sub-categories.
- Other categories like Saree, Accessories, and Tables also contribute positively.

Conclusion

Summary of Findings:
The analysis highlights key trends in sales and profits across different dimensions. Maharashtra and Madhya Pradesh are top-performing states, with significant contributions from top customers. Clothing is the leading category, and COD is the most preferred payment mode. Seasonal trends affect monthly profits, with notable peaks and losses.

Recommendations:
- Focus on enhancing sales strategies in top-performing states.
- Strengthen customer relationships with top buyers.
- Promote high-profit sub-categories like Printers and Bookcases.
- Analyze seasonal factors affecting sales to optimize marketing campaigns.