



E-commerce Sales Dashboard Analysis

This presentation offers a comprehensive analysis of e-commerce sales, profit, and trends, providing actionable insights for business stakeholders and product/marketing managers.

Understanding Our Data Landscape



Data Sources

Leveraging critical information from `raw_original.csv` and `Ecommerce_Clean.xlsx` datasets.



Key Metrics

Focusing on core indicators: Sales, Profit, and Quantity to gauge performance.

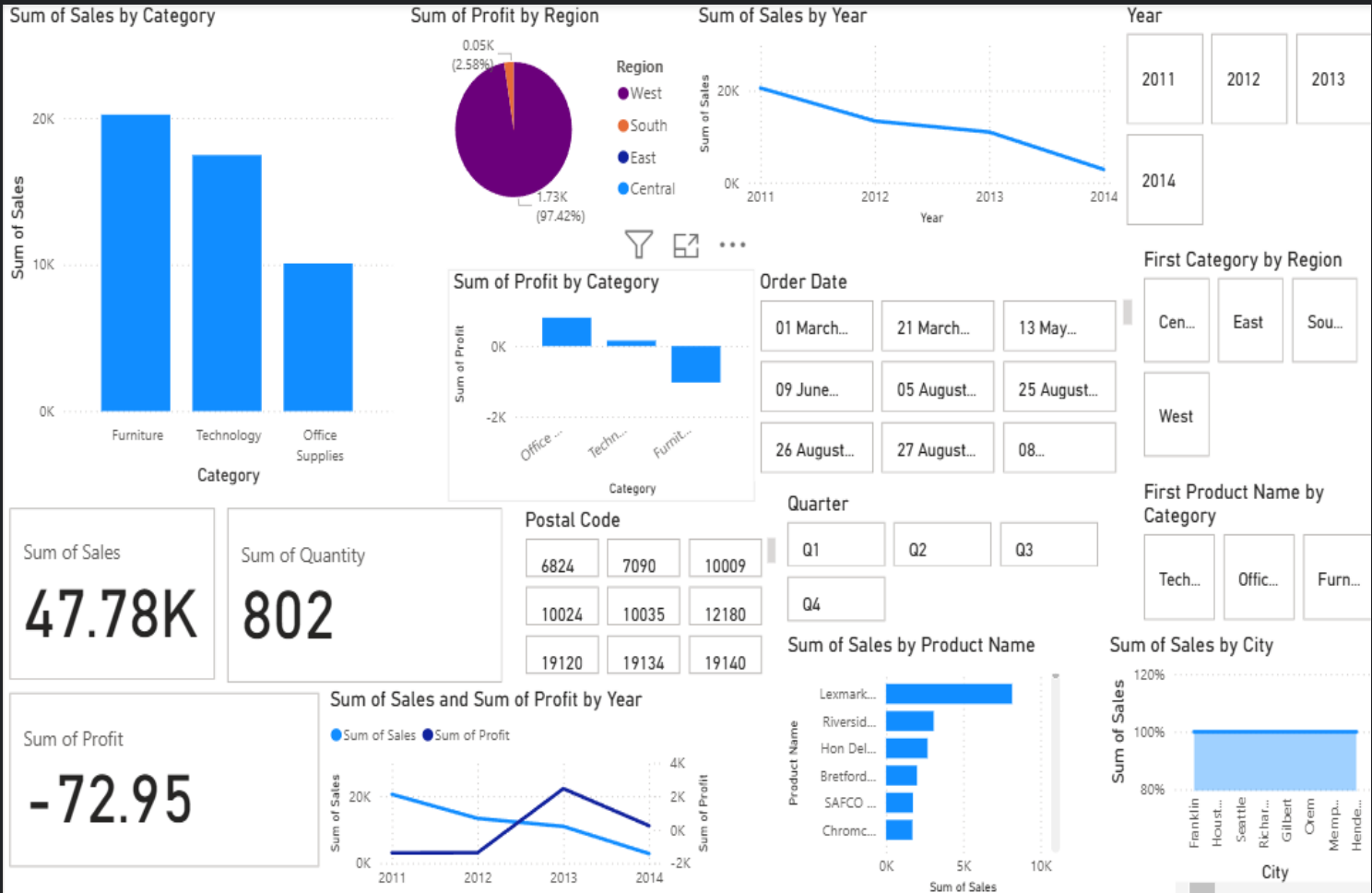


Tools Utilized

Analysis powered by Excel for data preparation and Power BI for dynamic visualization.

Dashboard at a Glance: Key Visualizations

Our interactive dashboard provides a holistic view of e-commerce performance. Here's a snapshot of the key sections:



Sales by Category

- Illustrates revenue distribution across different product categories.
- Highlights top-performing and underperforming segments.

Profit by Region

- Visualizes profitability across geographical regions.
- Identifies regions contributing most to the bottom line.

Sales & Profit Trends

- Tracks historical performance to identify growth or decline patterns.
- Essential for forecasting and strategic planning.

Key Insights and Critical Learnings

Our analysis reveals compelling patterns and areas requiring immediate attention:

Category Performance

Furniture consistently dominates sales, showing strong market presence. Technology products also contribute significantly to revenue. However, Office Supplies are consistently lagging, indicating a need for strategic intervention

Regional Profitability

The West region stands out as highly profitable, driving a significant portion of our overall profit. Other regions show potential but require focused attention and tailored strategies to boost their profitability and reach similar levels of success.

Sales Trend Alarms

A critical concern is the consistent decline in overall sales from 2011 to 2014. This trend necessitates urgent intervention, deeper root cause analysis, and a prompt shift in our sales and marketing strategies to reverse.

Strategic Recommendations: Driving Future Growth



Amplify High Performers

Concentrate resources on high-performing regions (e.g., West) and product categories (e.g., Furniture, Technology) to maximize existing strengths and capitalize on proven success.

Revitalize Low-Profit Categories

Implement targeted initiatives for low-profit categories like Office Supplies. This could include price adjustments, enhanced marketing campaigns, product bundle offers, or a review of sourcing costs to improve margins.

Strategic City-Wise Expansion

Identify high-potential cities within underperforming regions for targeted expansion. This micro-market approach can drive localized growth and improve overall regional contribution.

Action Plan: Phase I - Immediate Implementation

Q4 2014	Deep Dive into Sales Decline	Identify precise factors contributing to sales drop, inform corrective measures.
Q1 2015	Regional Marketing Boost	Increase sales & profit in East, Central, and South regions by 10%.
Q2 2015	Office Supplies Product Revamp	Improve profitability of Office Supplies by 5% through product optimization.

This initial phase focuses on immediate interventions to address critical areas and set the groundwork for sustained growth.

Looking Ahead: Sustainable Growth Strategy

Market Expansion

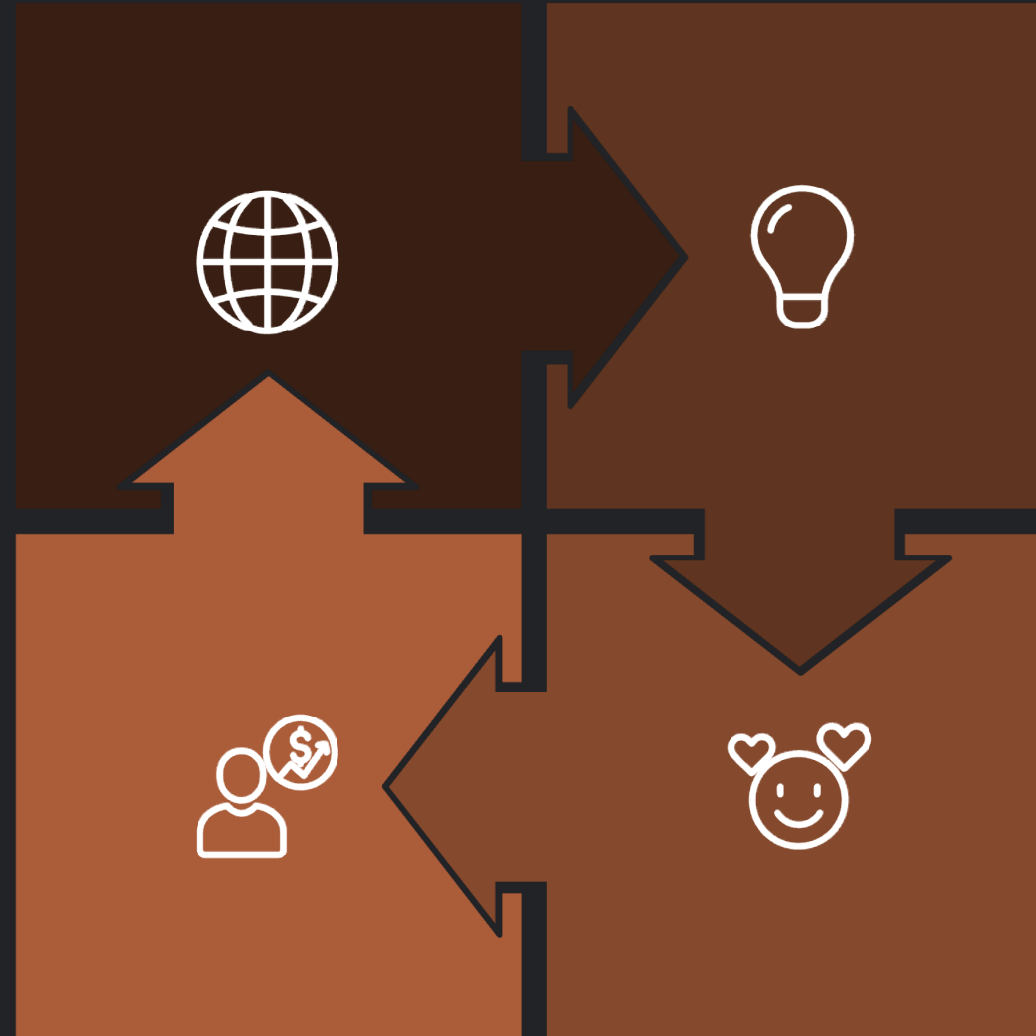


Product Innovation

Performance Review



Customer Retention



Beyond immediate actions, our long-term strategy focuses on three pillars to ensure sustainable growth and market leadership.

Key Takeaways & Next Steps

- **Data-Driven Decisions:** Leverage the dashboard for continuous monitoring and informed strategic adjustments.
- **Targeted Interventions:** Prioritize addressing declining sales trends and improving low-profit categories.
- **Strategic Expansion:** Explore focused city-wise growth to unlock new revenue streams.
- **Collaborate for Success:** Product, Marketing, and Sales teams must align to execute these strategies effectively.

"Data is not about numbers; it's about making better decisions for a thriving business."

THANK YOU