

BUSINESS SALES REPORT FROM E-COMMERCE DATA

Introduction: Project Overview

This project involved analyzing the dataset gotten from Supermarket sales. It contained Column names such as Order ID, Customer Name, Country, Product Category, Sales, etc. I analyzed the e-commerce data to identify best-selling products, sales trends, and high-revenue categories using Microsoft Excel. I created an interactive dashboard with visuals and insights for business decisions.

Tools Used & Skills Gained

The major tool used for the analysis was Microsoft Excel, and I gained skills such as

- Data cleaning & transformation
- Data visualization
- Trend analysis
- Business storytelling
- Power Query
- Pivot Tables, Slicers, Timeline

Steps Involved

1. I cleaned and organized raw sales data in Excel, making use of functions like the power query editor.
2. Analyzed patterns like monthly sales trends, category-wise performance, and customer behavior.
3. Built a visually appealing dashboard with filters, slicers, graphs, and charts.
4. Presented insights and key findings.

I answered questions like

- What are the **best-selling products**?
- When do **sales peak** during the year?
- Which **categories or regions** bring the most revenue?

Key Findings & Insight

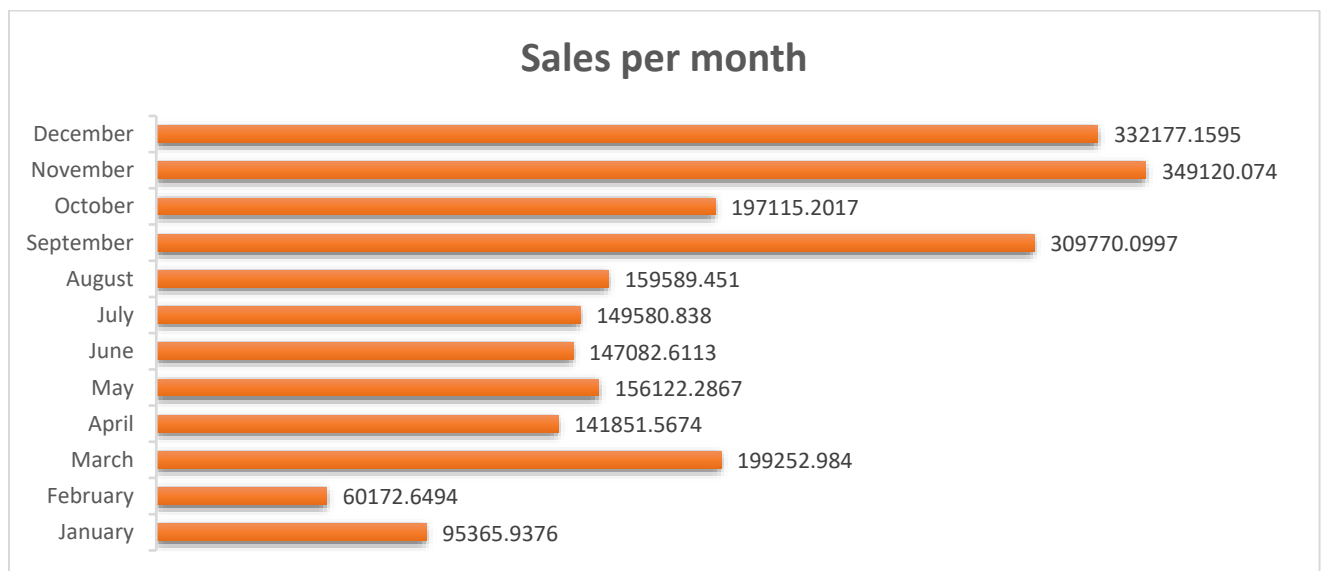
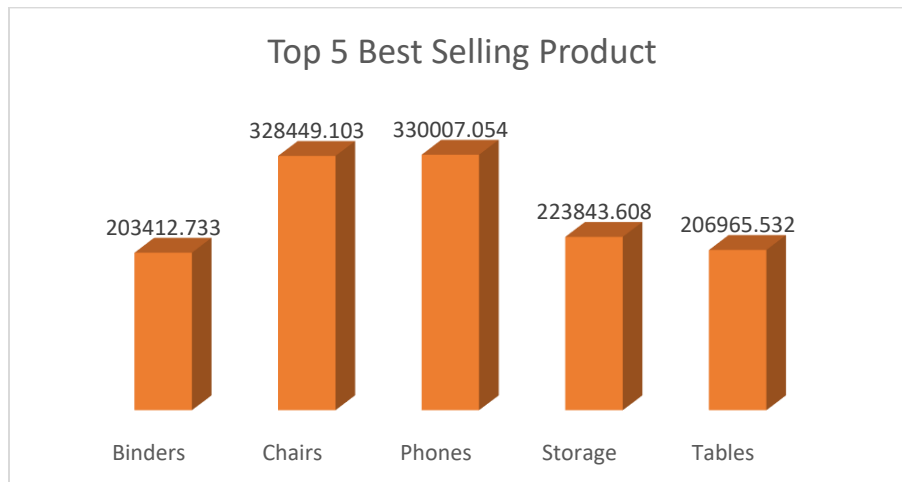
After my analysis, I was able to answer the questions asked.

- Most of the sales were recorded in the month of November.
- The top 5 best-selling products are phones, chairs, binders, storage, and tables.
- The West region brings in the most revenue.

Conclusion

This is my first data analytics project, and it showed me in real time how to make sense of data – drawing insights and making an informed decision. I was able to learn skills like data cleaning, data visualization and ultimately interpret the dataset I had.

Dashboard



Regional Profit

