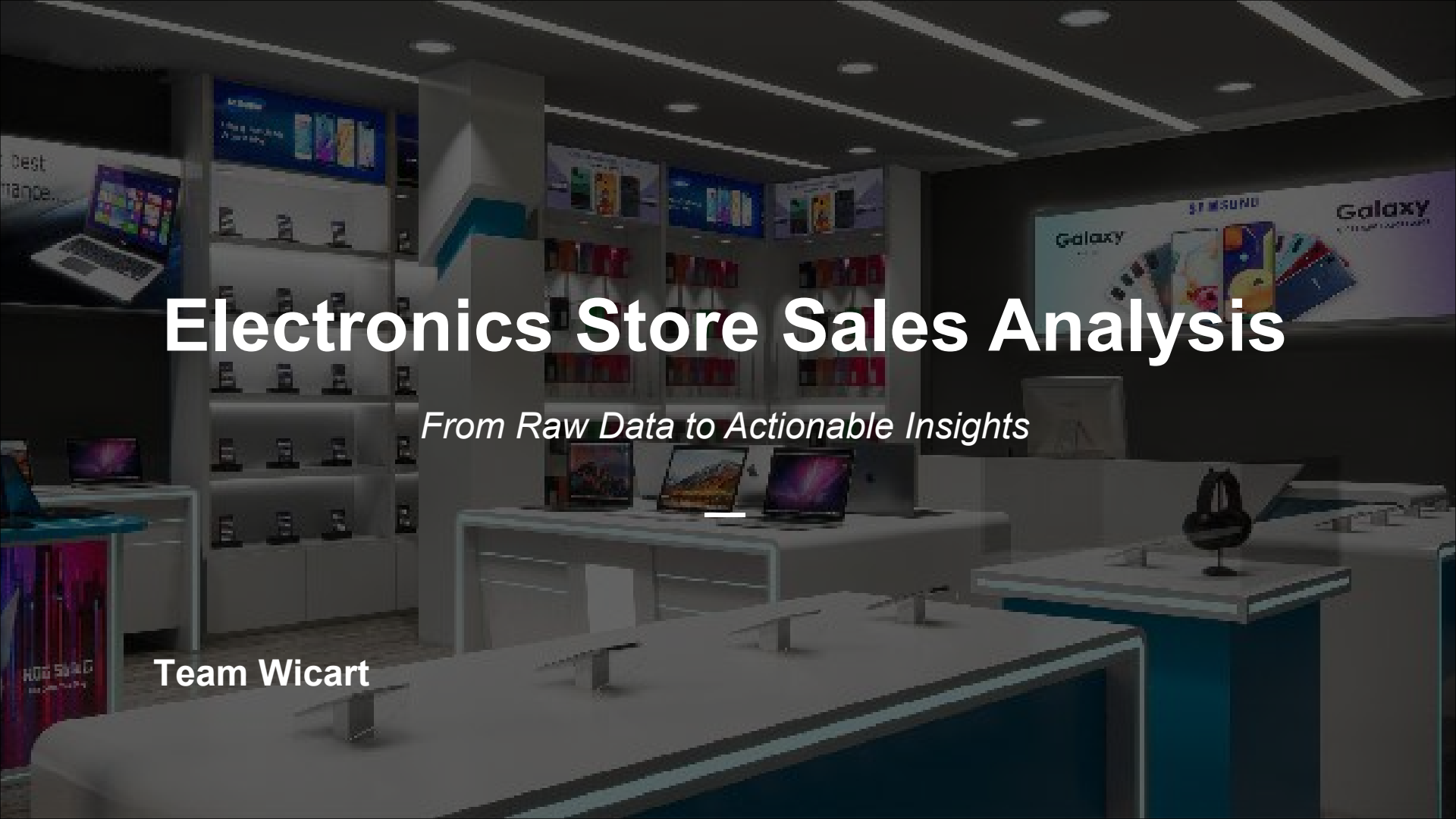


Electronics Store Sales Analysis

From Raw Data to Actionable Insights

Team Wicart

Project Objective

Goal: To analyze a sample dataset of 100 electronics store transactions to identify key sales trends, regional performance, and customer behavior.

Business Questions:

- Which regions are driving the most revenue?
- Who are our most valuable customers (Member Tiers)?
- What are the top-selling product categories?

Outcome: A dynamic dashboard providing a high-level view of business health.

Summary of the Dataset

Source: Synthetic Electronics Store Sales Data
Volume: 100 distinct transaction records.

Key Attributes:

- Customer Details: Member Tier (Gold, Silver, Bronze), Customer Name.
- Product Details: SKU, Category (Laptop, Phone, Tablet), Unit Price.
- Logistics: Region (North, South, East, West), Shipping Mode.
- Financials: Quantity, Total Sales.

The Analysis Process

Pivot Tables

- Aggregated the raw data to summarize complex metrics.
- Grouped sales by Region, Product Category and Member tier.
- Calculated total sales by each category.

Visualization

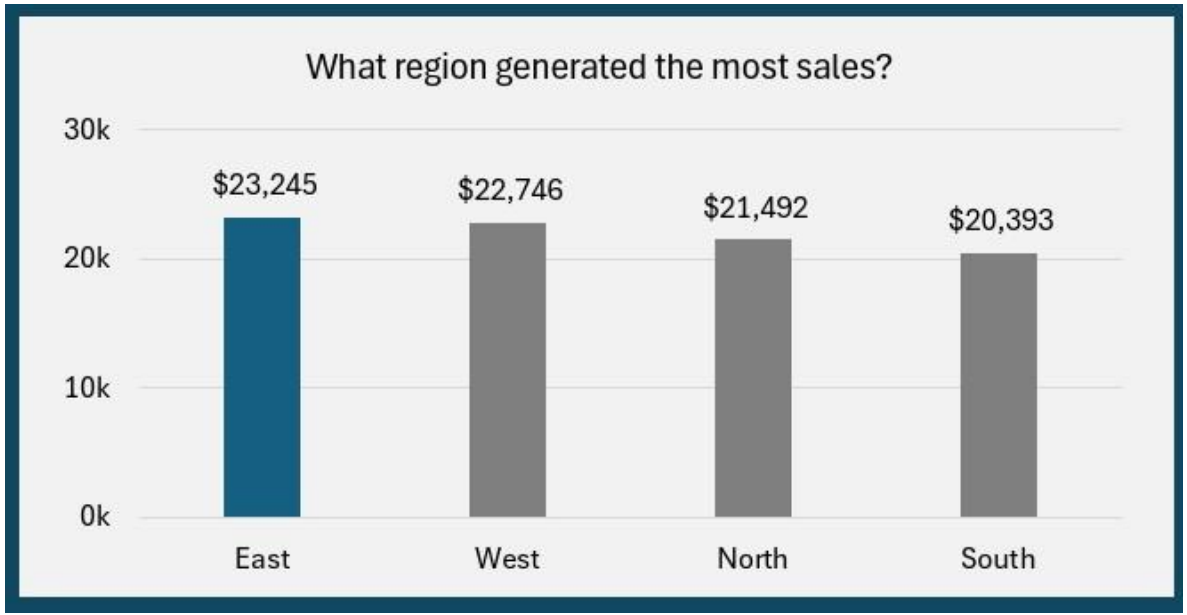
- Designed a user-friendly Dashboard to visualize these pivots.
- Used bar charts to compare regional sales, sales across categories and region.
- Used a pie chart to show delivery mode distribution.
- Used line chart to show sales over time.

Dashboard


Team Wicart
Electronic Store Sales Dashboard
Total Sales
$87,876
Average Sales
$878.76
No of Customers
100
Jan
Feb
Mar
What customer tier generated the most sales?
40k
30k
20k
10k
0k
$34,294
$27,094
$26,488
Gold
Silver
Bronze
What region generated the most sales?
30k
20k
10k
0k
$23,245
$22,746
$21,492
$20,393
East
West
North
South
What product category generated the most sales?
50k
40k
30k
20k
10k
0k
$39,800
$22,189
$13,950
$11,937
Laptop
Phone
Tablet
Accessory
What is the sales trend over the year to date?
40k
30k
20k
10k
0k
$35,241
$31,141
$21,494
Jan
Feb
Mar
What is the most common shipping mode?
Same Day, 19%
Standard, 53%
Express, 28%

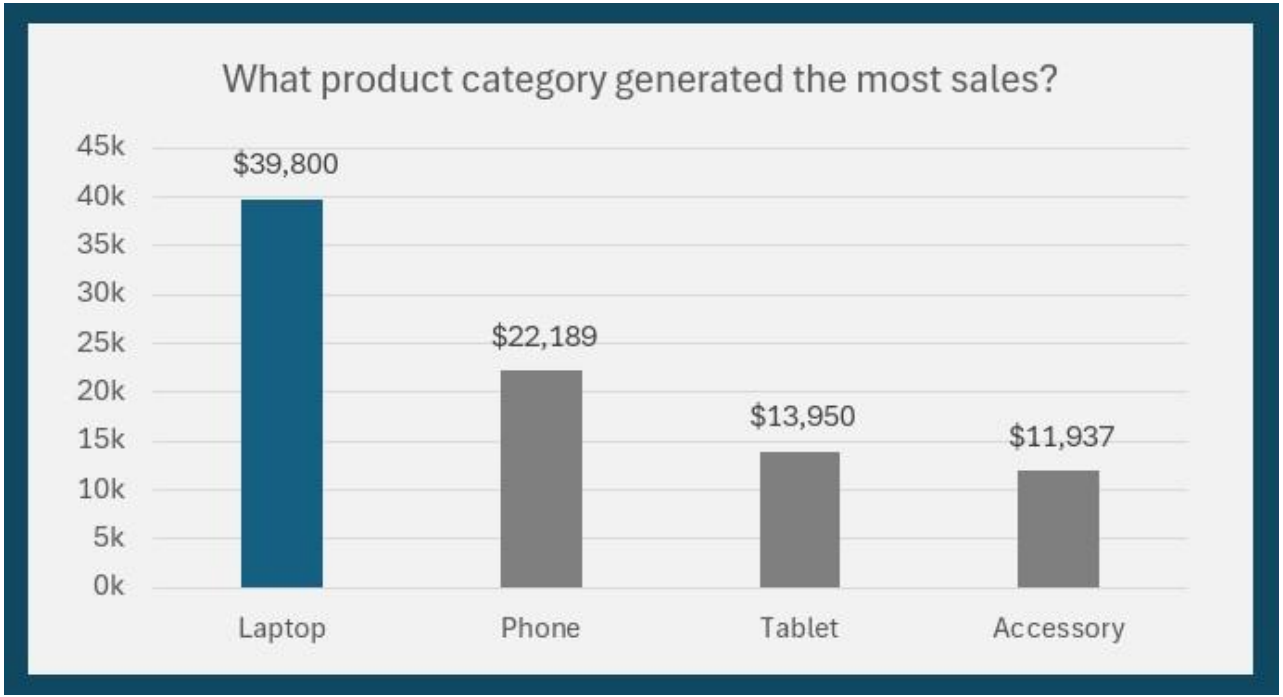
Regional Performance

The East region is currently the top performer contributing $23k of total sales with the West coming in closely at $22k. Performance disparity between regions is minimal.



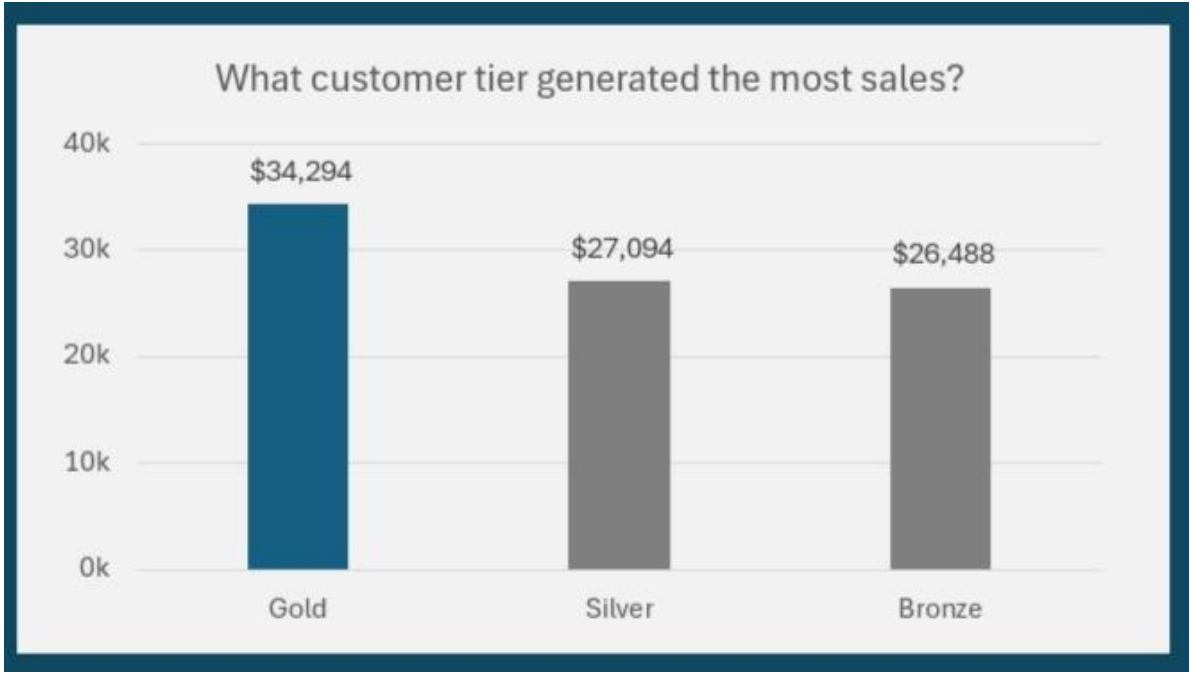
Product Trends

Laptops are the highest revenue-generating category contributing ~$40k in sales.



Customer Insights

Gold members placed the most order contributing $34k in sales, this suggests brand loyalty among Gold members.
Silver and Bronze members perform nearly identical.



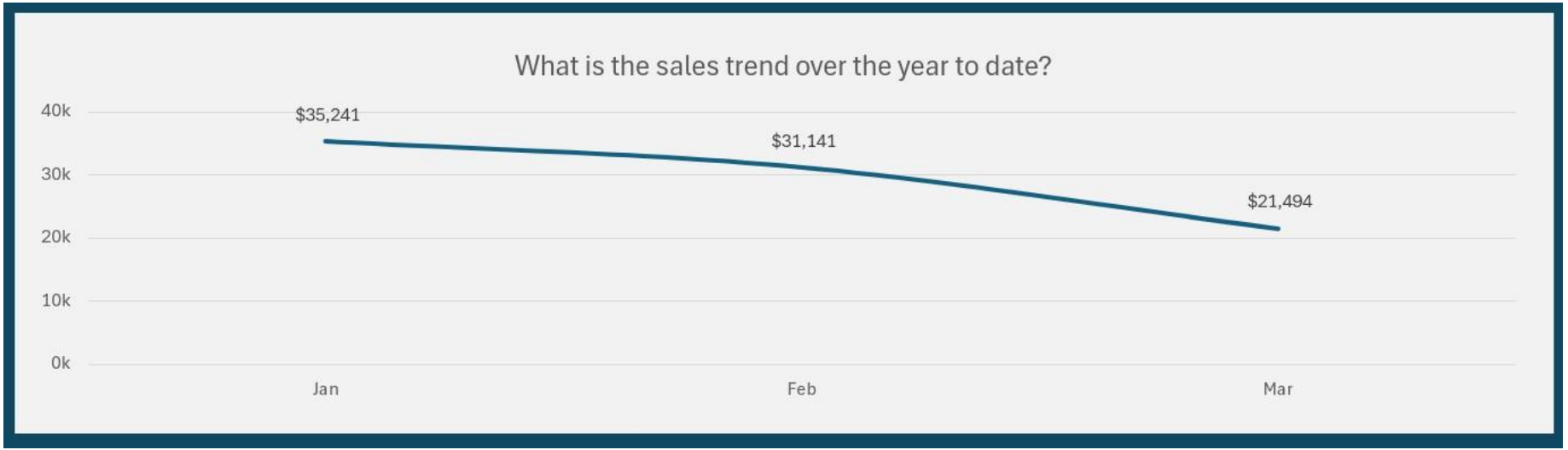
Shipping Insights

Standard shipping accounts for the majority of delivery at 53%, this suggests that customers typically don't want to pay much for delivery and don't mind a later delivery time.



Sales performance over time

Sales started strong into the year with total sales of $35k in January but tapered off in the following months with February and March doing $31k and $21k respectively.



Conclusion & Recomendation

Conclusion: The dashboard successfully provides a snapshot of store's performance, highlighting strong sales in the East and the dominance of the Laptop segment.

Recommendation: Focus marketing efforts on underperforming regions and incentivize "Bronze" members to upgrade to "Gold" for higher order values.