PROJECT REPORT ON

"A COMPREHENSIVE STUDY ON FLIPKART E-COMERCE

SALESE ANALYSIS USING POWER BI & EXCEL"

Submitted By

PRASHANTHA G

4AL22BA063

Submitted To

VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI
In Partial fulfilment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE	EXTERNAL GUIDE
MRS. ARCHANA D P	MR. BABUPRASADH
Assistant Professor	Sales Manager
Department of MBA	Flipkart India Pvt ltd
AIET Mijar	Malur

**PG DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S
INSTITUTE OF ENGINEERING & TECHNOLOGY**

Shobhavana Campus, Mijar, Moodubidri

MAY-2024

Flipkart *f*

Date:22 /04 /2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.Prashantha G** (USN:4AL22BA063)who is pursuing his Post Graduation Degree in MBA from **Alva's institute of Engineering and Technology** under "**Visvesvaraya Technology University**"has successfully completed his internship on "**Sales Analyst**"in our organization from the period of 22-04-2024 to 02-06-2024

His performance &conduct during the internship was good.

We wish him all the very best for his future endeavor.

Yours faithfully,

For Flipkart India (E-commerce)Pvt Ld

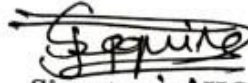Babu Prasadh
General Manager-HR

Best Regards

Date: 09/09/2024

CERTIFICATE

This is to certify that **Prashantha G** bearing **USN 4AL22BA063**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on **"A Comprehensive Study on Flipkart E-Commerce Sales Analysis Using Power BI & Excel"** is prepared by him under the guidance of Mrs Archana D P, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

HOD
PG Dept. of Business Administration
| Alva's Institute of Engg. & Technology
Mijar - 574225

Viva – Voce Examination

Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K

Signature of Internal Examiner

(Name & Affiliation)

Signature of External Examiner

(Name & Affiliation)

DECLARATION

I Prashantha G, bearing USN 4AL22BA063 hereby declares that the Project Title entitled **"A Comprehensive Study on Flipkart E-Commerce Sales Analysis Using Power BI & Excel "** prepared by me under the guidance of Mrs. Archana D P, Assistant Professor of MBA, Alva's Institute of Engineering and Technology and External Guidance by Mr. Babu prasad Sales, Manager Flipkart India private Limited.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/Institution.

Date: 09|09|2024

Place: Mijar

Signature of the student

Prashantha G

(4AL22BA063)

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF GRAPHS

Executive summary

This project aimed to conduct a comprehensive analysis of Flipkart's e-commerce sales data using Power BI and Excel. By examining various aspects of Flipkart's operations, including industry analysis, company profile, product offerings, competitive landscape, SWOT analysis, and financial performance, the study sought to gain valuable insights into the company's position in the market and identify areas for improvement.

This project delivers a detailed analysis of Flipkart's e-commerce sales using Power BI and Excel, focusing on customer segmentation, sales trends, product performance, and marketing effectiveness. The study identified three customer segments—high-value, frequent, and occasional shoppers—and revealed seasonal sales peaks during festive periods. Key product categories like electronics and fashion consistently led in sales volume and revenue, while customer satisfaction surveys highlighted strong performance in delivery, product quality, and customer support. The analysis also emphasized the positive impact of targeted email marketing campaigns on customer engagement. Recommendations are provided to optimize Flipkart's sales strategies, enhance marketing efforts, and leverage customer insights for sustained growth and market leadership.