STAKEHOLDERS FOR ECOMMERCE SALES DASHBOARD

1. Business Executives
2. Sales Team
3. Marketing Team
4. Product Managers
5. Customer Support Team
6. Finance Team
7. Operations & Logistics Team
8. Data Analysts
9. IT & Development Team

Extended Stakeholders

1. Investors
2. Partners & Vendors

SUMMARY FOR ECOMMERCE SALES DSAHBOARD

1. **Data Import and Cleaning**
   * Imported flat files into Power BI Desktop.
   * Cleaned the data (e.g., handling missing values, transforming columns, or ensuring consistent data types).
2. **YTD Metrics Representation (Number Cards)**
   * Created **Number Cards** to display:
     + YTD Sales
     + YTD Profit
     + YTD Quantity Sold
     + YTD Profit Margin
3. **Donut Charts**
   * Created a Sales by Segment Donut Chart.
   * Created a Sales by Shipping Type Donut Chart to highlight the best shipping type percentage.
4. **Map Visualization**
   * Created a Map Chart to represent Sales by State, helping identify the best and worst-performing states.
5. **Matrix Chart**
   * Built a Matrix Chart to show Sales by Category, adding a hierarchical view if needed (e.g., subcategories).
6. **Bar Charts**
   * Designed two Bar Charts:
   * Top 5 Products by Sales.
   * Bottom 5 Products by Sales.

CONCLUSION FOR ECOMMERCE SALES DASHBOARD

### ****Key Achievements****

1. **Comprehensive Performance Tracking**
   * The dashboard provides real-time visibility into key metrics, including **YTD Sales, Profit, Quantity Sold, and Profit Margin**, enabling stakeholders to monitor performance at a glance.
2. **Informed Decision-Making**
   * By visualizing **YoY growth** and **monthly trends** through sparklines and other visuals, the dashboard supports strategic decisions related to sales, marketing, and operations.
3. **Customer Insights**
   * The analysis of **sales by customer category** highlights areas for growth and segments needing further attention. The inclusion of trend indicators makes it easy to identify positive or negative momentum.
4. **Geographical Insights**
   * The **state-wise sales performance map** reveals best and worst-performing regions, providing actionable insights for regional marketing campaigns and resource allocation.
5. **Product Insights**
   * The identification of **Top 5 and Bottom 5 products** by sales empowers product teams to focus on high-performing items and reevaluate underperforming ones.
6. **Shipping Efficiency**
   * The analysis of **sales by shipping type** uncovers the most preferred shipping method, enabling the logistics team to optimize processes for cost-efficiency and customer satisfaction.

### ****Impact and Benefits****

* **Improved Strategic Planning**: Stakeholders can use the dashboard to align strategies with real-time business trends.
* **Enhanced Operational Efficiency**: Geographical and shipping insights help streamline supply chain and delivery operations.
* **Customer-Centric Focus**: The segmentation of sales by category and shipping preferences fosters better customer service and satisfaction.

### ****Future Enhancements****

1. **Predictive Analytics**: Integrate machine learning models to forecast sales and trends.
2. **Real-Time Updates**: Enable real-time data refresh for instant tracking of business performance.
3. **Expanded Metrics**: Include additional KPIs, such as customer retention rates or marketing ROI, for deeper insights

### ****Conclusion****

This project demonstrates the power of **data-driven insights** in optimizing eCommerce operations. The dashboard serves as a robust tool for decision-making, helping teams achieve organizational goals with clarity and precision. It paves the way for a more proactive and informed approach to business management.