

Objective and Key Findings – Madhav Ecommerce Sales Dashboard

Objective

The goal of this project was to analyze ecommerce sales data and create a real-time Power BI dashboard that provides key business insights. The objective was to identify:

- Top-performing states and months by revenue and profit
- Product categories and sub-categories contributing the most
- Preferred payment modes used by customers
- Trends in customer behavior across time and regions

Key Insights

Regional Performance

- Top 3 states by sales amount: Maharashtra, Madhya Pradesh, and Uttar Pradesh
- Delhi had comparatively lower sales volume and revenue

Time-based Profit Trends

- High profits recorded in January, February, March
- Significant profit drop observed during June to September
- Strong recovery noted in December

Category-wise Sales

- Clothing (63%) contributed the most to quantity sold
- Electronics (21%) and Furniture (17%) followed

Payment Preferences

- Cash on Delivery (44%) was the most used mode
- UPI (21%), Debit Card (13%), and Credit Card (12%) were also commonly used

Product Sub-Categories

- Printers and Bookcases were the most profitable sub-categories
- Saree, Accessories, and Tables had lower profit contribution

Conclusion

The dashboard highlighted key areas to focus on for sales and marketing strategy:

- Run seasonal offers and promotions during low-profit months (June to September)
- Invest more in high-converting product segments like clothing and electronics
- Promote preferred payment options (like COD and UPI) for smoother checkouts
- Focus on top-performing states for regional campaigns

This interactive dashboard gave stakeholders a clear picture of performance and helped guide data-driven decisions.