



E-Commerce Sales & Customer Insights Dashboard

Subject:

Practice Project for Real-World Power BI Experience

Problem Statement

- Company has raw data from 2012–2014 covering customers, orders, products, and suppliers.
- However, no clear insights are available for:
 - Customer behavior
 - Sales Performance
 - Product trends
 - Supplier contributions
- Without these insights, business cannot make effective decisions.



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BUSINESS REQUIREMENTS

1. 👤 Customer Insights

- How many unique customers placed orders between 2012 and 2014?
- What percentage of customers are **repeat buyers** vs **one-time buyers**?
- Who are the **Top 10 customers** by total spending?
- Which countries and cities have the highest number of customers and orders?

2. 📊 Sales Performance

- What is the **monthly and yearly** sales trend?
- Which year/quarter had the **highest revenue growth**?
- What is the **Average Order Value (AOV)**?
- How much sales came from **orders above the average order amount**?
- What is the **total number of orders per year**?



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BUSINESS REQUIREMENTS

3. Products Analysis

- Which products generated the **highest sales**?
- Which products are **underperforming**?
- How much Sales came from **discontinued products**?
- Which products should be considered for **promotion or discontinuation**?

4. Supplier Contribution

- Which suppliers contribute the most to **total sales**?
- From which **supplier countries** do we source most sales-generating products?
- Which suppliers provide many products but **low sales contribution**?
- What percentage of sales comes from the **Top 5 suppliers**?



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Deliverables & Next Steps

Expected Deliverables

Power BI Dashboard including:

- KPIs: Total Sales, Orders, Customers
- Customer Insights (loyalty & geography)
- Sales Trends (Monthly/Quarterly/Yearly)
- Top 10 Customers & Products
- Supplier Performance
- Geographic Analysis

 *This project simulates a real client scenario and is designed for practice purposes."*