

Executive Summary: Purchase Analysis Dashboard

The Purchase Analysis Dashboard is a comprehensive business intelligence tool designed to visualize, analyze, and monitor key performance indicators related to consumer purchases, product feedback, and payment behavior.

Key Highlights:

1. Overview Metrics:

- Total Revenue: \$430.95K
- Total Purchases: 2.75K
- Average Review Rating: 2.99

2. Sales Insights:

- Highest-grossing item: Tunic, followed by Jeans and Pajamas.
- Monthly purchase trends indicate a peak in May with steady activity throughout the year.

3. Customer Analysis:

- High-rated products include Shorts, Handbags, and Pajamas.
- A positive relationship is observed between purchase value and review ratings.

4. Item Feedback:

- Sun Hat and Flip-Flops received the highest average ratings.
- Seasonal fluctuations in review ratings highlight varying customer satisfaction levels throughout the year.

5. Payment Insights:

- Payment method usage is nearly balanced, with 52.29% preferring one method and 47.71% using the other.

Tools & Skills Used:

- Power BI for dashboard creation and interactivity.
- Data cleaning and modeling using Power Query.
- Insight generation through DAX measures and visual storytelling.

Conclusion:

This dashboard provides actionable insights into customer purchasing behavior, product performance, and payment trends, supporting strategic decisions in marketing, inventory, and customer engagement.