**MADHAV ECOMMERCE SALES DASHBOARD**

**Power BI Project**

**OBJECTIVE:**

Design a comprehensive Power BI dashboard to monitor and analyze online sales data across India. The dashboard aims to provide detailed insights into profit margins, sales performance, and category breakdowns, enabling informed strategic decisions and operational improvements.

**OUTCOMES:**

**Key Result Areas (KRAs):**

* Sales Performance by Region
* Product Category Performance
* Customer Contribution
* Payment Mode Analysis
* Monthly Profit Trends

**Key Performance Indicators (KPIs):**

* Total Sales Amount: 438K
* Total Profit: 37K
* Total Quantity Sold: 5615
* Average Order Value (AOV): 121K

**Detailed Outcomes and Insights:**

1. Sales Performance by Region

Insight: Maharashtra has the highest profit, followed by Madhya Pradesh, Uttar Pradesh, and Delhi. Rajasthan shows a negative profit.

2. Product Category Performance

Insight: Printers have the highest profit, followed by Bookcases, Saree, Accessories, and Tables.

3. Customer Contribution

Insight: Harivansh has the highest contribution to the sales amount, followed by Madhav, Madan Mohan, and Shiva.

4. Payment Mode Analysis

Insight: Cash on Delivery (COD) is the most popular payment mode, accounting for 44% of the total quantity. UPI accounts for 21%, Debit Card for 13%, Credit Card for 12%, and EMI for 10%.

5. Monthly Profit Trends

Insight: The highest profit was achieved in December, followed by January and February. June shows a negative profit, and there are fluctuations in the other months.

Customer Preferences: The dashboard indicates that Cash on Delivery (COD) is the most preferred payment mode, followed by UPI and Debit Card.

Average Order Value (AOV): The average order value (AOV) is 121K, which helps in understanding the average spending per order.

Category Breakdown: Clothing accounts for 63% of the total quantity sold, Electronics for 21%, and Furniture for 17%.

**Conclusion:**

This dashboard provides a comprehensive view of sales performance across India, highlighting key areas of success and opportunities for improvement. The KPIs and visualizations aid stakeholders in making data-driven decisions, optimizing inventory management, identifying growth opportunities, and ultimately driving increased profitability and market share in the competitive online sales landscape.