**Task 1 – Power BI Dashboard | Future Interns Program**

**Project: Business Sales Dashboard from E-Commerce Data**

**1.Dataset Description**

* Raw dataset sourced from Excel
* Includes: Purchase Date, Customer Gender & Age Group, Product Category, Discount Type, Net Amount, Location, Purchase Method

**2.Objective**

To build a business-relevant, interactive dashboard in Power BI that answers 3 key questions:

* What are the best-selling product categories?
* When do sales peak during the year?
* Which customer segments or regions drive the most revenue?

**3.Tools & Techniques Used**

* **Excel**: Data cleaning, removing blanks, formatting headers, converting to table structure
* **Power BI**:
  + Data modeling & transformation
  + KPI cards creation (Net Sales, Avg Order Value, Total Discount)
  + DAX measures
  + Bar, Line, and Pie charts for insights
  + Slicers for interactivity

**4.Visual Summary**

* **Bar Chart**: Discount by Product Category and Age Group
* **Line Chart**: Net Sales across Year, Quarter, Month
* **Pie Chart**: Gender-wise purchase distribution
* **Slicers**: Location, Purchase Method for filterable insights
* **KPI Cards**: Net Sales, Avg Order Value, Total Discount

**5. Insights & Recommendations**

* Clothing and electronics dominate total sales
* Sales peak consistently during Q4 (Oct–Dec), suggesting strong festive season impact
* Age group 25–34 shows highest responsiveness to discounts
* Delhi and Tier-1 cities contribute the most revenue