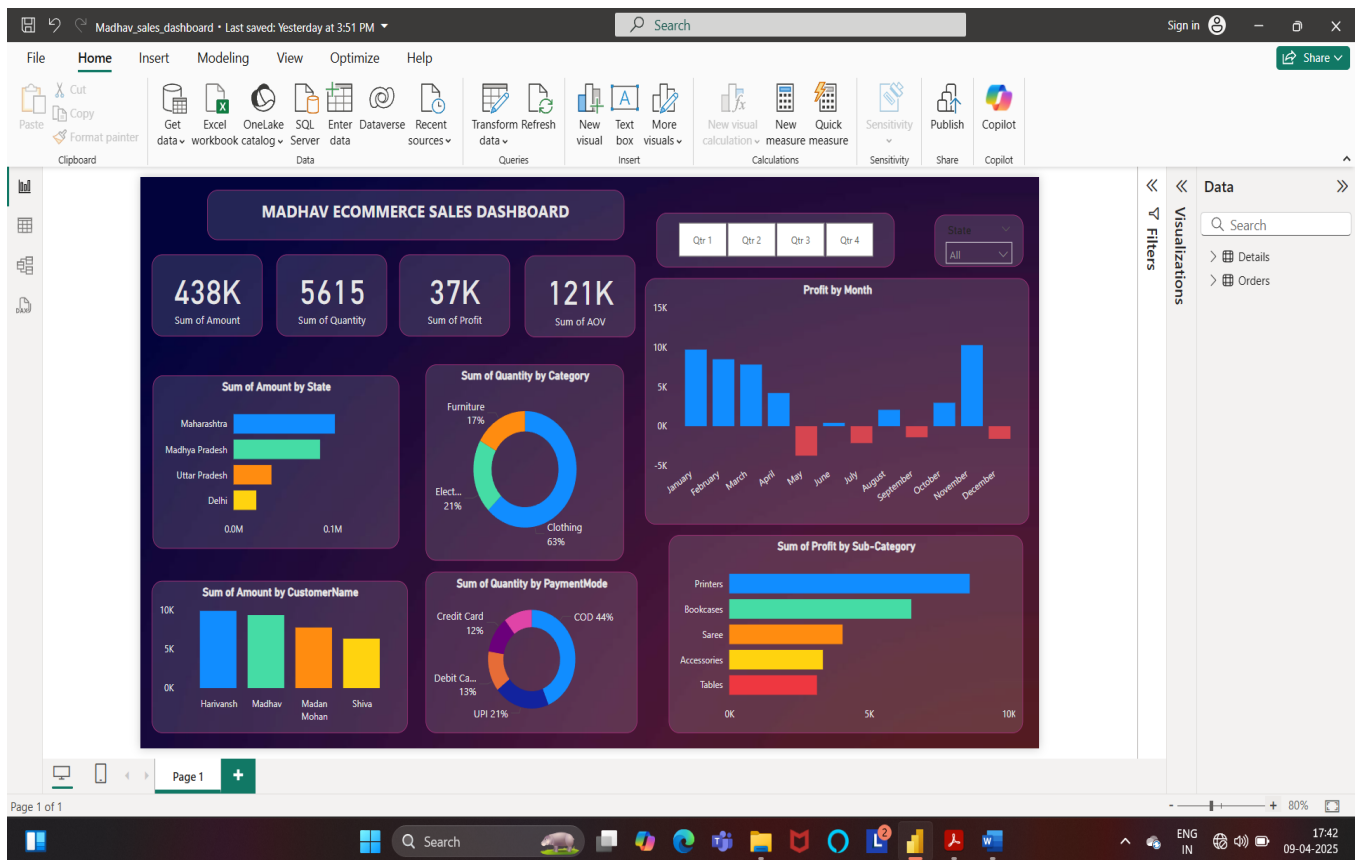


Madhav E-commerce Sales Dashboard :

(created using Power BI)



The Tale of Madhav's E-Commerce Dashboard

Once upon a time in the bustling world of online shopping, there existed a thriving e-commerce business named Madhav . Determined to understand his kingdom of sales better , he summoned a magical dashboard that was known to unveil the secrets hidden within numbers.

The statistics were Golden

Performance Metrics :

- Madhav discovered that his total sales amounted to a whopping **438k**.
- The profits were plentiful, reaching **37k**.
- And the flurry of orders totaled 5615 with an Average Order Value(AOV) of **121k**.

Mapping Success Across Boundaries

State Insights :

- Madhav closely monitored the sales performance across states, revealing that Maharashtra led the way , followed by Madhya Pradesh and Uttar Pradesh.

Understanding the Offering

Category Breakdown :

- Clothing reigned supreme, accounting for **63%** of the total sales.
- Electronics and furniture also contributed significantly , showing the diversity in customer preference.

The Payment Preference Saga

Mode of Payments :

- Customers had their favorite ways to shop, with Cash on Delivery (COD) being the champion at **44%** of transactions, while debit and credit cards played their crucial roles too.

Month of Triumph

Seasonal Trends :

- Madhav eagerly analyzed profits by month, nothing a robust surge in sales during the holiday season , particularly peaking in December.

Unlocking Growth Opportunities

Sub-Categories of income :

- The Dashboard highlighted promising areas such as printers and books , which brought in steady revenue.

In the end, Madhav's diligent use of the e-commerce dashboard transformed the way he ran his business, leading him to make informed decisions and strategize for further growth, ensuring that his realm of online shopping flourished like never before . And success story that would be told for generations to come.