



MADHAV ECOMMERCE DASHBOARD

SALES REPORT

Project Objective

- ▶ Owner of **Madhav Store** wants us to help them to create a **Dashboard** to track and Analyze their Online Sales across India.

Project Key points

- ▶ Data Collection.
- ▶ Data cleaning.
- ▶ Data Modeling.
- ▶ Data Visualization.
- ▶ DAX Queries.
- ▶ Dashboard Design.
- ▶ Insights & Sharing.

Project Insights:

- ▶ Increase in Profit by the Month of **October** & Declined by the month of **May, June, July, Dec.**
- ▶ **Printers, Bookcases, Saree, Accessories, Tables** in Sub category has good response in terms of Profit.
- ▶ **Clothing** is the Highest in Category which has been ordered in High Quantity of **63%**.
- ▶ **COD** has been mostly preferred by **44%**.
- ▶ **MH, MP, UP, DL, RJ** are the highest performing states by Profit.
- ▶ **Harivansh, Madhav, Madan Mohan, Shiva, Vishakha** are the Top customers who are spending and Purchasing from our Website.
- ▶ Average order value is **121K**
- ▶ Sum of Profit increased is **37k**.

DAX Queries

▶ $AOV = [Amount]/[Quantity]$

Download Data

- ▶ GIT HUB:
- ▶ https://github.com/AshishKRaina/PowerBi_dashboad_projects

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