

## Written Summary

**This project involved a comprehensive analysis of e-commerce sales data to identify key performance trends and customer behaviors. An interactive, multi-page Power BI dashboard was developed to visualize these insights, featuring a main KPI overview, performance deep-dives, a strategic RFM customer segmentation, and a 12-month sales forecast. The final result is a powerful business intelligence tool that transforms raw data into clear, actionable insights, enabling the company to make data-driven decisions for strategic growth, targeted marketing, and inventory optimization.**