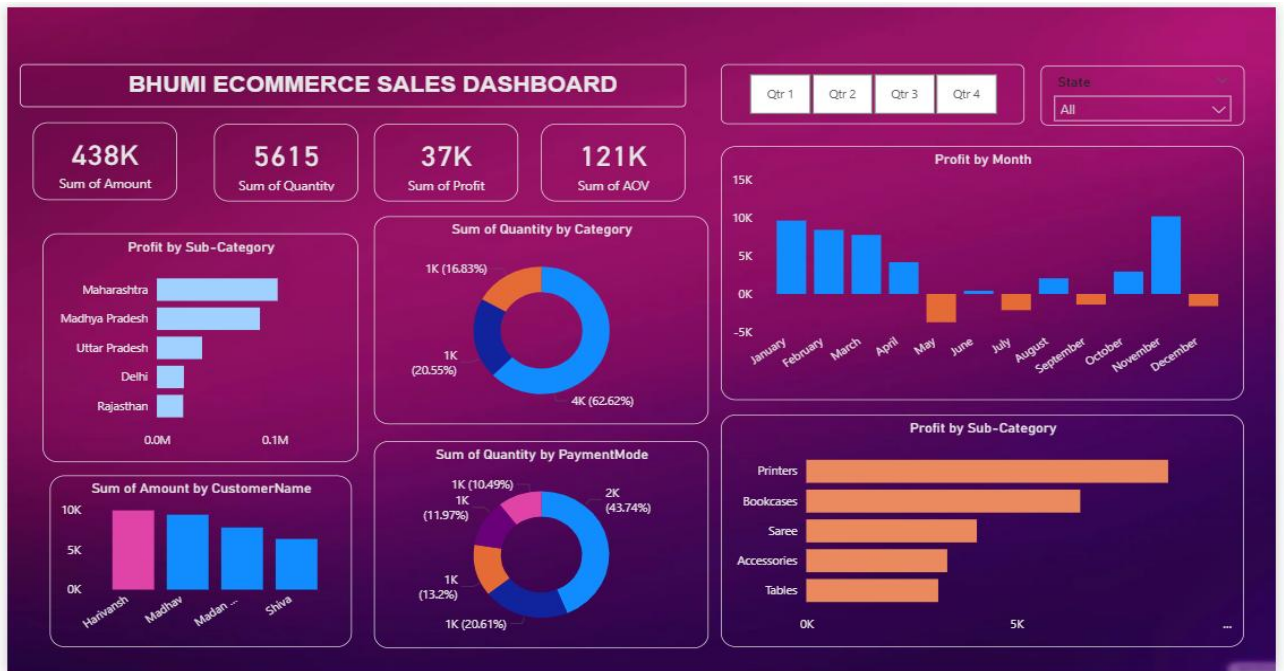# 📊 E-commerce Sales Dashboard – Report

➢ **Dashboard Snapshot :**

🔍 Project Overview

This project uses **Power BI** to analyze and visualize **e-commerce sales performance**. Data Sources:

- **details.csv** → Product details, categories, and pricing

- **order.csv** → Orders, customer details, quantity, and payment methods

The dashboard includes **interactive filters** (Quarter & State) and provides clear visual insights into **sales, profit, top customers, product demand, and payment trends**.

📈 Key Highlights (KPIs)

- 💰 **Total Sales:** ₹4.38 Lakh

- 📦 **Total Quantity Sold:** 5,615 Units

- 📈 **Total Profit:** ₹37K

- 🛒 **Average Order Value (AOV):** ₹1.21 Lakh

💡 Insights from the Dashboard

1. 🏆 **Regional Performance**

   - **Maharashtra** and **Madhya Pradesh** contribute the highest profit.

   - **Delhi, Uttar Pradesh, and Rajasthan** show lower profit margins.

2. 📦 **Product Category Demand**

   - One main product category dominates with **62.62% of total sales quantity**.

3. 👥 **Customer Contribution**

   - **Hariharan** and **Madhav** are the top customers generating maximum revenue.

4. 💳 **Payment Preferences**

   - One payment mode is preferred in **43.74% of transactions**, showing customer trust in it.

5. 📅 **Seasonal Performance**

   - **January, February, and December** are high-profit months.

   - **June and July** show negative profit, indicating seasonal slowdowns.

6. 🛒 **Product Profitability**

   - **Printers** and **Bookcases** generate maximum profit.

   - **Sarees, Accessories, and Tables** contribute moderate profits.

🕹 Dashboard Interactivity

- **Quarter Filters (Q1–Q4)** → Seasonal sales analysis

- **State Filter** → Region-specific performance

- **Dynamic Charts** → Drill-down analysis for detailed insights

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- **One-Line Summary**

"This interactive Power BI dashboard gives a complete view of sales, profit, customers, and product demand, helping businesses understand what sells, where, and when."