TA-2

NAME: YASH SHAMKUMAR GOMTE
ROLL.NO: BT41050
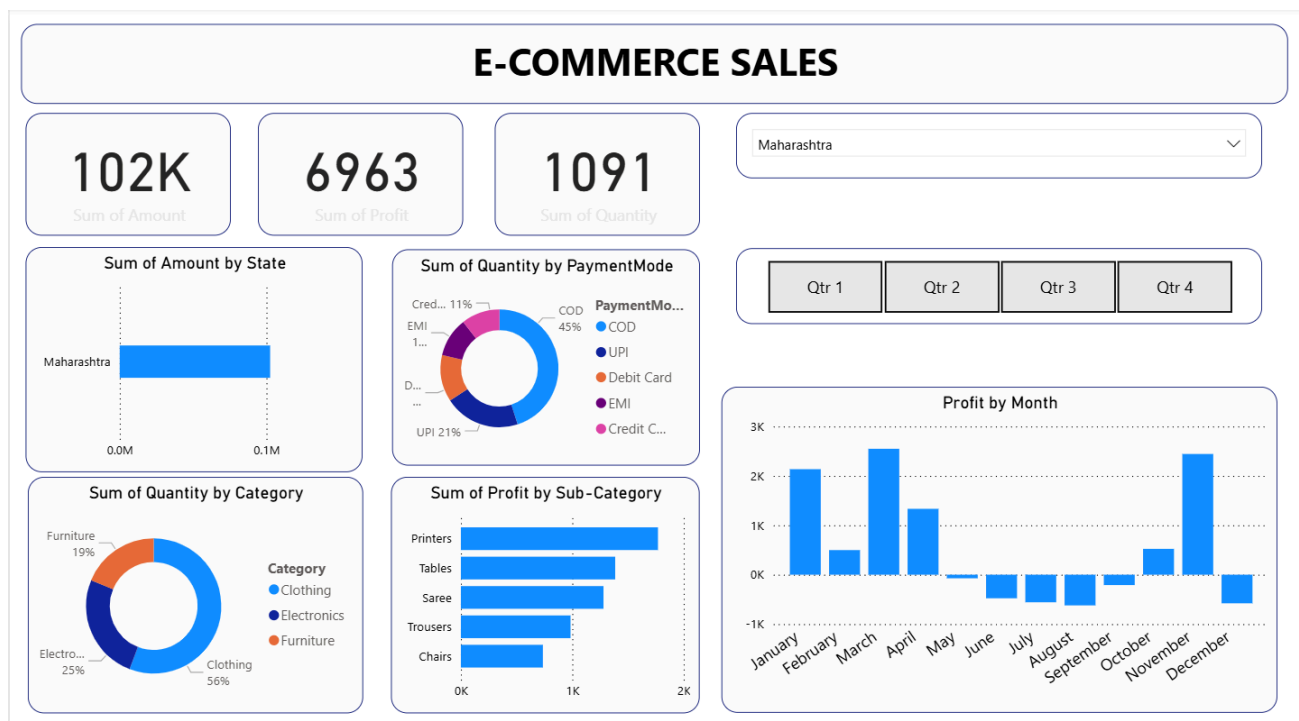DIV: CSE-A
SUBJECT: DATA ANALYTICS

E-Commerce Business Analytics Dashboard using Power BI

E-commerce businesses often struggle to track sales performance, profit distribution, and customer payment preferences across different product categories and time periods. Without a centralized system to visualize these metrics, identifying sales trends and making informed decisions becomes difficult.

DASHBOARD:

This Power BI dashboard provides an interactive visualization of e-commerce sales data. It consolidates key business metrics total sales, profit, quantity sold, category performance, and payment mode distribution into a single interface.

The dashboard helps business managers monitor performance across months and product types, compare category contributions, and analyze customer payment behaviors efficiently for data-driven decision-making.

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