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E-Commerce Sales Dashboard Report

A Business Performance Analysis

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Tools Used: SQL Server, Power BI, Excel

This project analyzes one year of e-commerce sales data to uncover key business trends. Using SQL Server, I performed detailed queries to extract important metrics like revenue, orders, and customer count. The data was then visualized using Microsoft Power BI to create an interactive dashboard for decision-makers.

The goal is to help leadership understand sales performance, top-selling products, and regional sales patterns to make data-driven decisions.

Tools Used:

- Microsoft Excel – cleaned raw data (removed nulls, formatted dates, removed noise)
- Microsoft SQL Server (SSMS)– wrote queries to analyze sales, products, customers
- Microsoft Power BI – built dashboard visuals (charts, KPIs, filters, slicers)

Business Goals:

- Understand monthly sales performance across the year
- Identify best-selling products and top revenue-generating regions
- Track customer acquisition trends
- Evaluate sales by channel (web, mobile, etc.)

Business Questions Answered:

- What are our top-selling products?
- How does monthly revenue change over time?
- Which regions generate the most revenue?
- How many unique customers do we have each month?

Insights:

- Regnancy Cakestand 3 tier product is the top selling product.
- Revenue peaked in May 2011.
- United Kingdom generates most revenue.
- Customer amount dropped in June in 2011.

Recommended Actions:

- Promote top 3 products through email campaigns and bundle deals
- Prepare major promotions for May and November, when sales are highest.
- Expand logistics focus in United Kingdom and Netherland.
- Target customers who stopped buying with personalized emails or coupon codes to bring them back.

Dashboard Snapshot



Above image:

- shows the 5 key performance indicators over the last 12 months.
- The line chart illustrates Monthly revenue trend in last 12 months.
- The top-selling products include is Regency cakestand 3 tier and sold mostly in United States.
- Orders and customer counts follow a similar seasonal pattern, dropping sharply in June of 2011 .

Files :

- GitHub Repo: <https://github.com/Binuri321/ecommerce-sales-dashboard>

