RISE Internship—Data Science & Analytics
Project Title: E-Commerce Data Insights

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1. Introduction

This project is a part of the RISE Data Science Internship, aimed at deriving key business insights from e-commerce transaction data using Power BI.

2. Objective

To analyze product sales, payment preferences, discount effects, and time-based trends from an e-commerce dataset, and create an interactive dashboard.

3. Dataset Description

- Format: CSV

- Rows: 3,660

- Key Fields: User_ID, Product_ID, Category, Price, Discount, Final_Price, Payment_Method, Purchase_Date

4. Methodology

- Imported data in Power BI

- Cleaned and transformed fields

- Built interactive visuals

- Extracted business insights

5. Key KPIs

- Total Unique Users

- Total Orders

- Total Revenue

- Average Discount

- Number of Categories

6. Visualizations

- Bar Chart: Category-wise Revenue

- Line Chart: Monthly Sales Trend

- Donut Chart: Payment Method Usage

- Table: Top 10 Highest Revenue Orders

- Slicers: Dynamic Filters

7. Insights

- Home & Kitchen was top-selling

- Most users paid via Credit Card

- Discounts affected sales positively

- Sales were increasing monthly

8. Tools Used—

- Power BI

- Excel/CSV Dataset

9. Conclusion

This dashboard helps stakeholders quickly view performance metrics, identify trends, and make data-driven decisions in the e-commerce space.

10. Screenshots

Insert 1 screenshot and 1 video.