

# ECOMMERCE SALES ANALYSIS DASHBOARD

## Problem Statement:

You have been given an e-commerce dataset containing order-level data, including product details, sales, profit, customer information, and shipping data across multiple years. Your task is to build a comprehensive dashboard to uncover actionable insights related to business performance and growth trends.

The goal is to help the company track key metrics, understand customer behavior, and optimize product and regional strategies.

## Key Business Questions:

Create a dashboard and answer the following key business questions to support strategic decision-making and improve overall sales performance:

- a) **Overall Sales and Profit Performance:** What is the total sales and profit generated over the years?
- b) **Year-over-Year Growth:** How has the business grown annually in terms of sales and profit?
- c) **Monthly Sales & Profit Trends:** How do sales and profits vary month-by-month?
- d) **Category-wise Profit Analysis:** Which product categories contribute the most to overall profit?
- e) **Sales Distribution by Category:** What is the sales share of each product category?
- f) **Top 5 Subcategories by Sales:** Which subcategories are generating the highest revenue?
- g) **Geographical Sales Distribution:** Which states or regions have the highest sales?
- h) **Segment and Region Filters:** How does performance vary across different customer segments and regions?
- i) **Most and Least Profitable Segments:** Which segments show the highest/lowest YoY growth?