

Ecommerce Sales Dashboard

Created by: Prem
Date: August 2025
Tool Used: Power BI

1. Introduction

This report showcases an **Ecommerce Sales Dashboard** developed in **Power BI** to provide a clear and interactive view of sales performance across various categories, regions, payment modes, and customer segments. The dashboard is designed to help stakeholders quickly analyze trends, track key performance indicators (KPIs), and make informed business decisions.

3. Key Performance Indicators (KPIs)

- **Total Profit:** 37K
 - **Total Sales Amount:** 438K
 - **Total Cities Covered:** 500
-

4. Data Insights

4.1 Sales by State

- **Top States by Sales Amount:** Maharashtra and Madhya Pradesh
- **Other States:** Uttar Pradesh, Delhi, Rajasthan

4.2 Sales by Category

- Clothing: **63%** (Highest share)
- Electronics: **21%**
- Furniture: **17%**

4.3 Payment Modes

- Cash on Delivery (COD): **44%** (Most preferred)
- UPI: 21%
- Debit Card: 13%
- Credit Card: 12%
- EMI: 10%

4.4 Monthly Profit Trends

- **High Profits:** January, March, November
- **Loss Months:** June, September, December

4.5 Top Customers by Sales

- Harivansh, Madhav, Madan Mohan, Shiva

4.6 Top Sub-Categories by Profit

- Printers (Highest)
 - Bookcases
 - Saree
 - Accessories
 - Tables
-

5. Conclusion

The **Ecommerce Sales Dashboard** offers a comprehensive view of sales and profit distribution across multiple dimensions.

Key takeaways:

- Clothing is the leading category in sales volume.
- Maharashtra and Madhya Pradesh are top-performing states.
- COD is the most popular payment method, suggesting a strong preference for traditional payment modes.
- Seasonal trends reveal strong sales in January, March, and November.

This dashboard can serve as a valuable tool for **business planning, inventory management, and targeted marketing strategies**.
