**E-commerce Sales Dashboard Report**

**1. Project Overview**  
The e-commerce sales dashboard provides a comprehensive analysis of sales performance, customer behavior, and product performance across different regions and categories. The dashboard leverages Excel to visualize data in a user-friendly format, offering insights into total sales, sales by category, sales by country, and referral sources.

**2. Objectives**

* Analyze total revenue and identify key sales trends.
* Highlight top-performing product categories and countries.
* Examine customer engagement by referral source and review ratings.
* Provide actionable insights to optimize sales and marketing strategies.

**3. Dataset**  
The dataset used for this project is synthetic, representing e-commerce sales transactions. Key data points include:

* **Sales**: Total sales amount, sales by product, and sales by category.
* **Countries**: Performance metrics for six countries (Germany, India, USA, Canada, Australia, UK).
* **Categories**: Accessories, Apparel, Electronics, and Books.
* **Referral Sources**: Ad Campaigns, Social Media, Organic Search, and Email Marketing.
* **Customer Reviews**: Breakdown of reviews by gender and rating (Excellent, Good, Average, Poor).

**4. Key Metrics and Visuals**

* **Total Sales**: $126,085,235.97
* **Sales by Category**:
  + Accessories: $20.81M
  + Apparel: $20.85M
  + Books: $20.94M
  + Electronics: $21.17M
* **Sales by Country**: Equally distributed across six countries (~25% each).
* **Referral Sources**: Social media and Ad Campaigns drive significant engagement.
* **Review Ratings**: Majority of reviews fall in the "Good" to "Excellent" range, with slight variations by gender.

**5. Analysis and Insights**

* **Product Categories**: Electronics lead in sales, closely followed by Books and Apparel. Consistent performance across categories suggests a balanced product mix.
* **Geographic Distribution**: Sales are evenly distributed across all regions, indicating a well-established global presence.
* **Referral Effectiveness**: Ad Campaigns and Social Media are dominant marketing channels, signaling the importance of targeted digital marketing.
* **Customer Feedback**: Positive reviews dominate, which reflects well on product quality and customer satisfaction.

**6. Tools and Techniques**

* **Excel Functions**: Pivot Tables, Data Validation, Conditional Formatting.
* **Visuals**: Bar charts, pie charts, line graphs, and heatmaps.
* **Power Query**: Used for data cleaning and transformation.

**7. Conclusion and Next Steps**  
This dashboard provides a foundation for data-driven decision-making in e-commerce. Future enhancements could include integrating real-time data, adding predictive analytics, and expanding the dataset to incorporate customer demographics and purchasing patterns.

**GitHub Link (https://github.com/Eelmukhty/ecommerce-dashboard/tree/main):**