E-Commerce Sales Dashboard Project Summary

This document presents a summary of the E-Commerce Sales Dashboard project completed as part of Task 1 for the Data Science & Analytics Internship with Future Interns.

Dataset Used: Superstore Sales Dataset (Excel format with Orders, People, Returns tables)

Tool Used: Microsoft Power BI

Project Objectives

- Identify best-selling products
- Determine peak sales periods
- Find top-performing categories and regions
- Present business insights through interactive visualizations

Data Preparation & Cleaning

- Loaded 3 tables: Orders, People, Returns from Superstore dataset
- Checked and cleaned null values in Power Query
- Removed duplicate Order IDs using a separate 'OrdersUnique' table
- Created appropriate relationships in Model View between:
  - Orders and Returns (Order ID)
  - Orders and People (Region)

Key Measures Created (Using DAX)

- Total Sales = SUM(Orders[Sales])
- Total Profit = SUM(Orders[Profit])
- Total Quantity = SUM(Orders[Quantity])

- Total Returns = COUNT(Returns[Order ID])

Visualizations in Dashboard

- KPI Cards: Total Sales, Profit, Quantity, Returns
- Donut Charts: Sales by Region, Sales by Segment
- Area Charts: Sales Trend by Month-Year, Profit Trend by Month-Year
- Bar Charts:
  - Sales by Ship Mode
  - Top 3 Categories by Sales
  - Top 5 Sub-Categories by Sales
- Map Chart: Sales & Profit by State
- Forecast Charts:
  - 15-Day Sales Forecast (Zoom-in enabled)
- Horizontal Bar: Top 10 States by Sales

Business Insights Summary

- Best-Selling Product: Canon ImageCLASS 2200 Advanced Copier (62K)
- Peak Sales: November and December across all 4 years
- Top-Performing Categories: Technology (0.84M), Furniture (0.74M)
- Top Regions: West (32%), East (30%)

Conclusion

Successfully developed a professional and interactive Power BI dashboard fulfilling all project objectives. The dashboard provides clear, data-driven insights to support decision-making for business owners in the e-commerce space.