

# E-commerce Product Performance and Inventory Dashboard

Power Bi Internship Project Report

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## Abstract

This project focuses on building an *E-commerce Product Performance and Inventory Dashboard* in Power BI using publicly available sales data. The dataset contains one year of order and product details, which were modeled and connected using Order IDs. The dashboard provides key insights such as total sales, profit, average order value, payment method preferences, category-wise performance, and customer demographics. Interactive slicers allow users to analyze data by quarters, states, and cities. This helps businesses track performance, identify top-selling products, monitor profitability, and make data-driven decisions for better inventory and sales management.

## Dataset Description

The project uses two datasets:

1. **Order.csv** – Contains order-level details such as Order ID, Order Date, Customer Name, State, and City.
2. **Details.csv** – Contains product-level details including Order ID, Product Category, Sub-Category, Quantity, Sales Amount, and Profit.

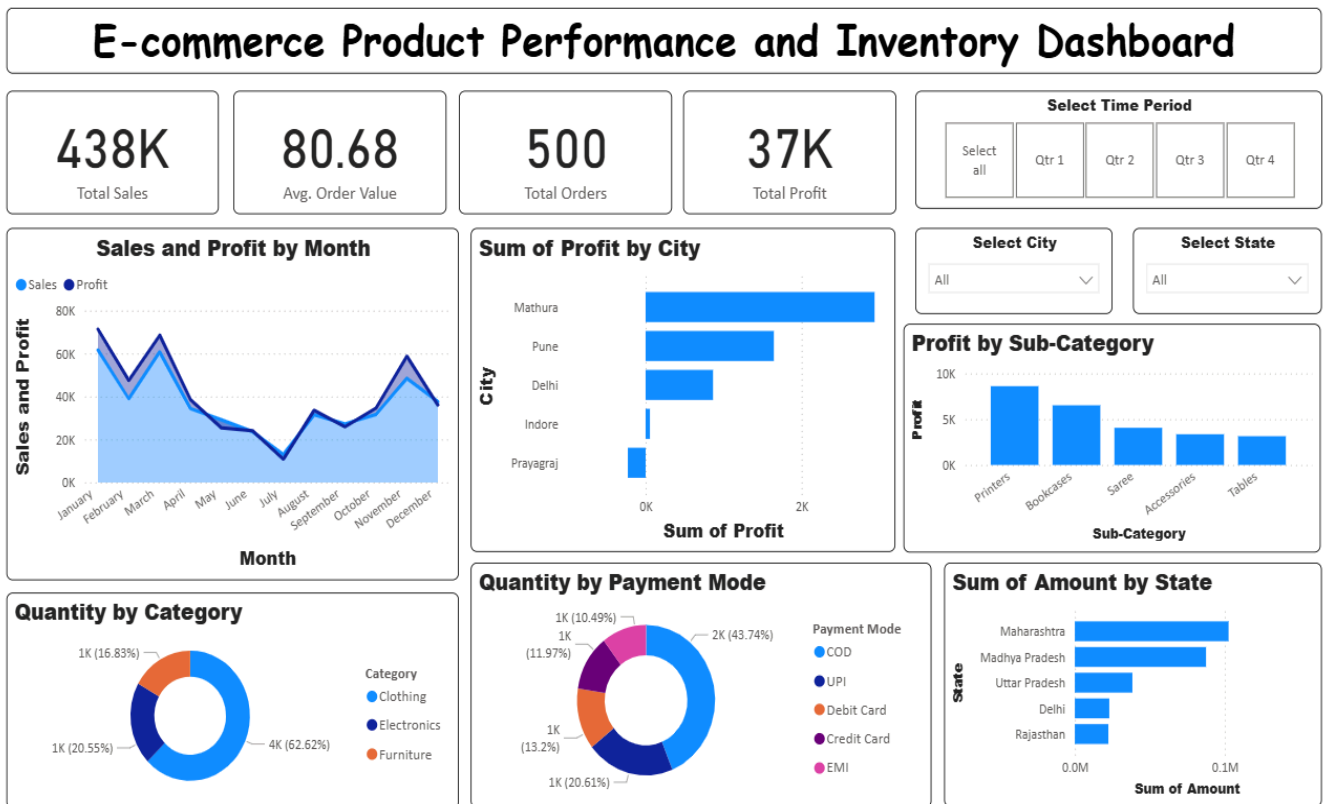
The datasets were linked using the Order ID field for relational modeling in Power BI.

# Dashboard Features

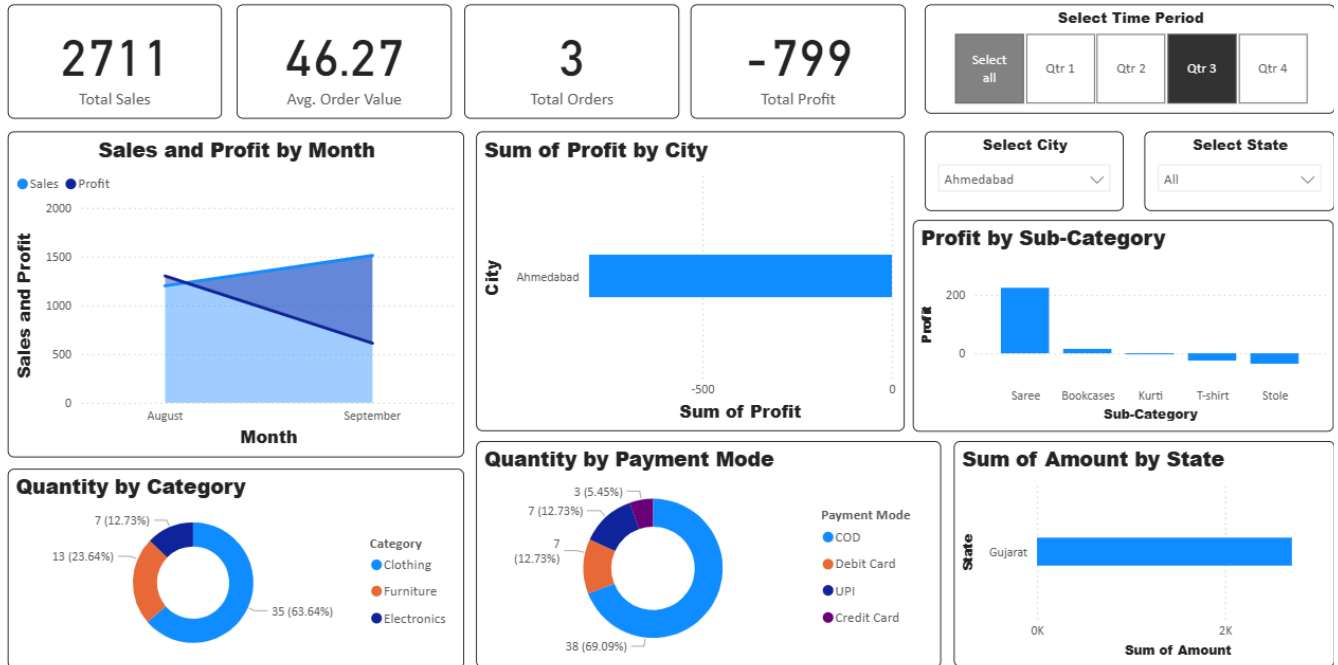
The Power BI dashboard includes the following features:

- **KPI Cards** showing Total Orders, Total Sales, Total Profit, and Average Order Value.
- **Charts** for analyzing Payment Methods, Category and Sub-Category performance, and Profitability trends.
- **Time-based insights**, including Monthly and Quarterly sales trends.
- **Geographic insights** with Sales by State and City.
- **Interactive slicers** to filter data by Quarter, State, and City.

## Dashboard Screenshots



## E-commerce Product Performance and Inventory Dashboard



## Conclusion

The E-commerce Dashboard provides a comprehensive view of sales and profitability, enabling businesses to identify best-selling categories, analyze regional performance, and understand customer purchase trends. It serves as a practical tool for data-driven decision-making. Through this project, I gained hands-on experience in data modeling, designing interactive Power BI dashboards, and deriving actionable business insights.