

# **PowerBI Dashboard Creation**



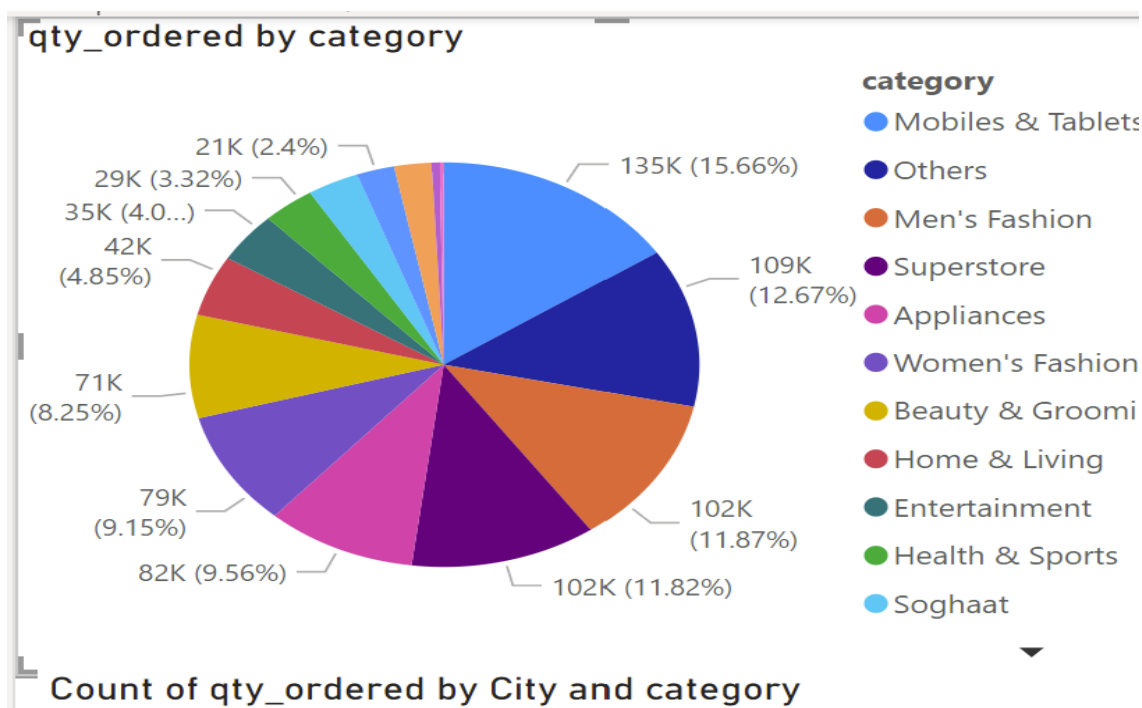
**Report by  
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# Introduction

Key Performance Indicators (KPI) is a subset of performance indicators most critical to business. It is a type of performance measurement that helps to understand how the organization or department is performing.

## Identify the KPI and its performance

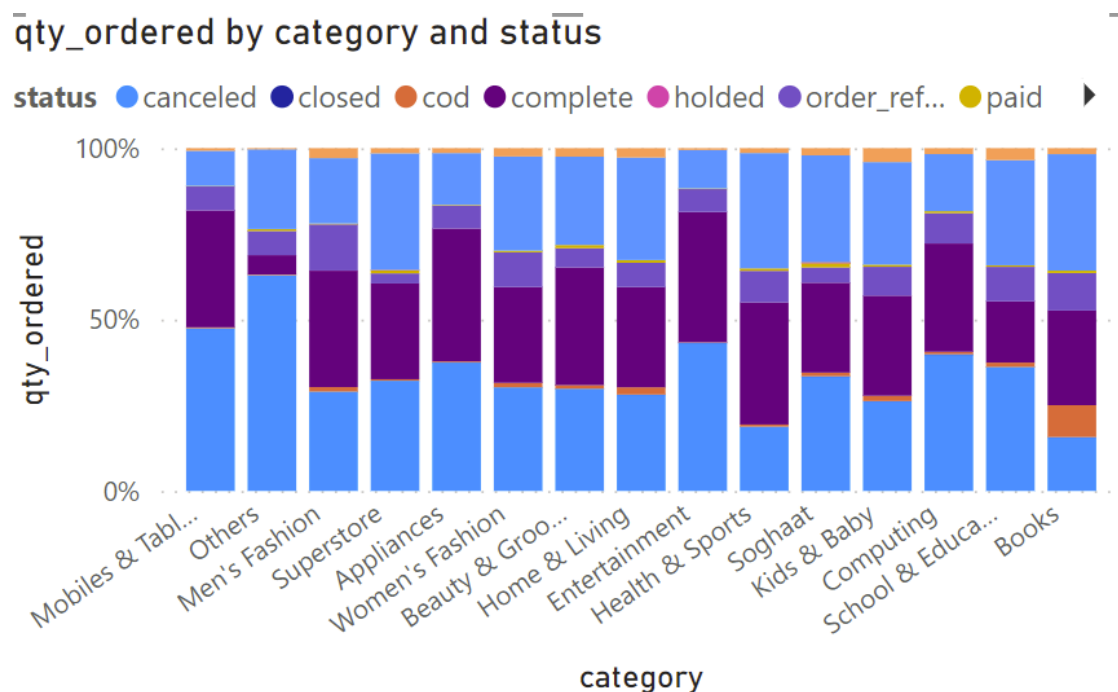
The key focus is to identify KPI for the given sales data. Once, the key KPI is in place, then further data analysis should be based on the KPIs. In the given sales data, the online ordering of products is based on the category. The “quantity ordered” in each category of product is to be analyzed. In the PowerBI dashboard, the first visual shows the sum of the quantity ordered in each category of products.



**Figure 1: First Visual in the Dashboard showing the pie chart of the quantity ordered in each category based on the city location**

For example, the product under the Appliances category is taken, and the dashboard visual shows the quantity ordered and its percentage on comparing with another category based on the city location.

For online business or E-commerce, the status of the order is a more important KPI for the growth of the business. The order status such as completed order, closed order, canceled order, refunded order, etc are taken for the analysis in each category of product.



**Figure 2: Visual shows the status of the order placed based on the category**

The above figure shows the status of the order in the business. This KPI will give an insight into order information based on the status.

The next important KPI is the location where the quantity of ordered product varies which gives an insight about the location and helps the owners to expand the business in the region or city. For each category of product, the location changes based on people's interests and basic requirements based on the location. Another supporting KPI for this business is the discount percentage given to each product category. The percentage of discounts varies based on the product category.

Count of qty\_ordered by City and category

category ● Appliances

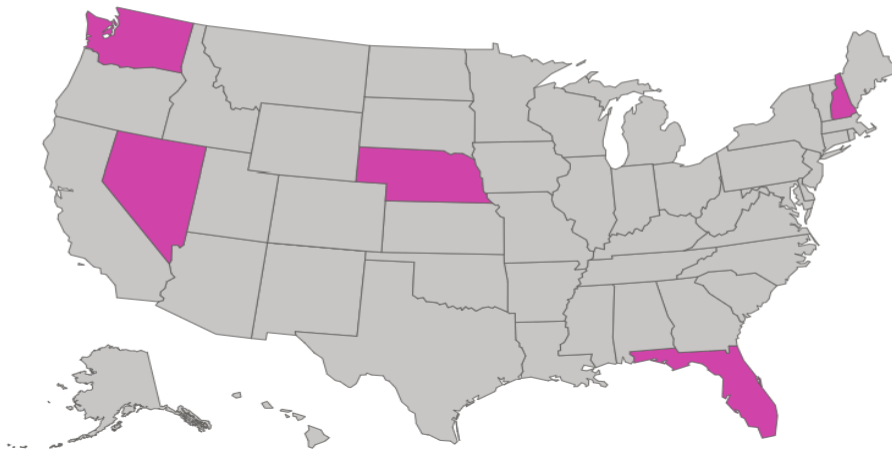


Figure 3: Visual shows the US state map which shows the count of the quantity ordered by city and category in the US

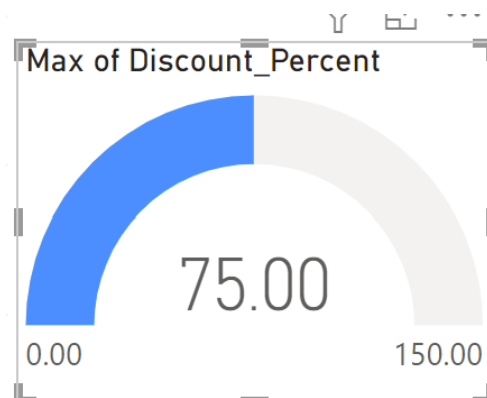
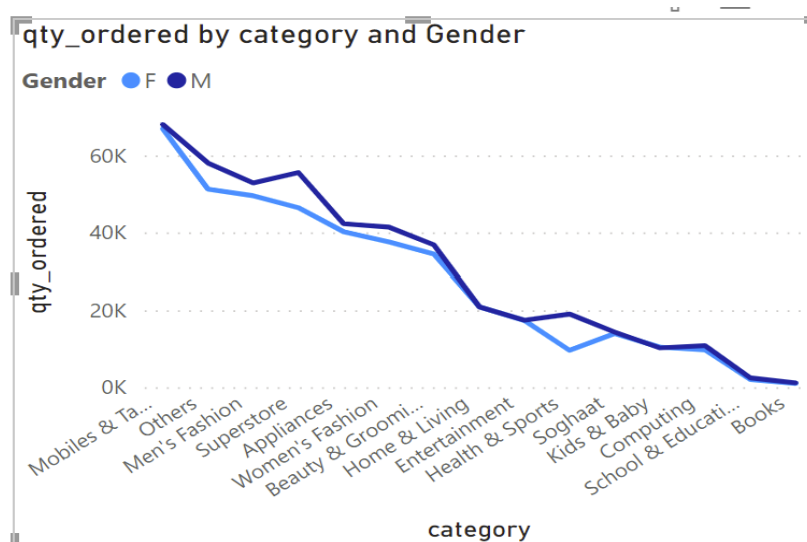
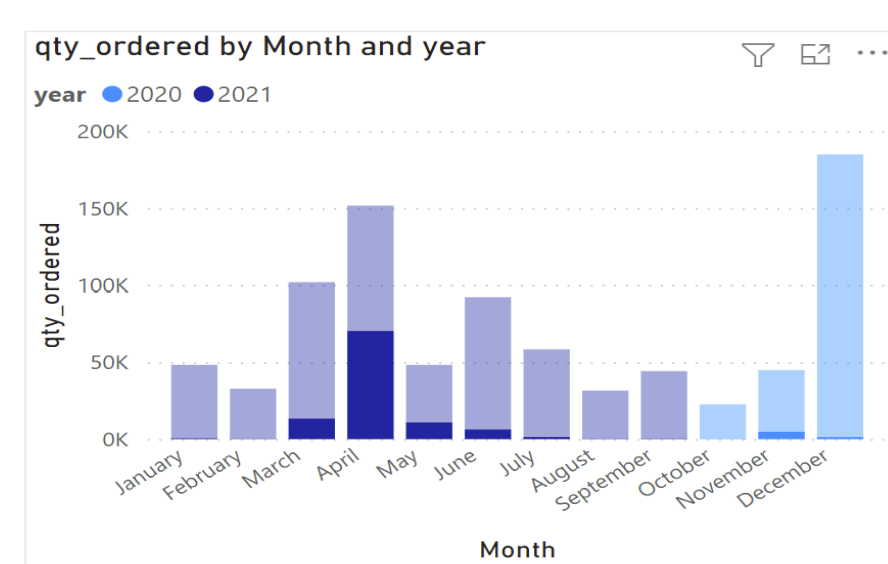


Figure 4: Visual shows the maximum discount percentage of each product category

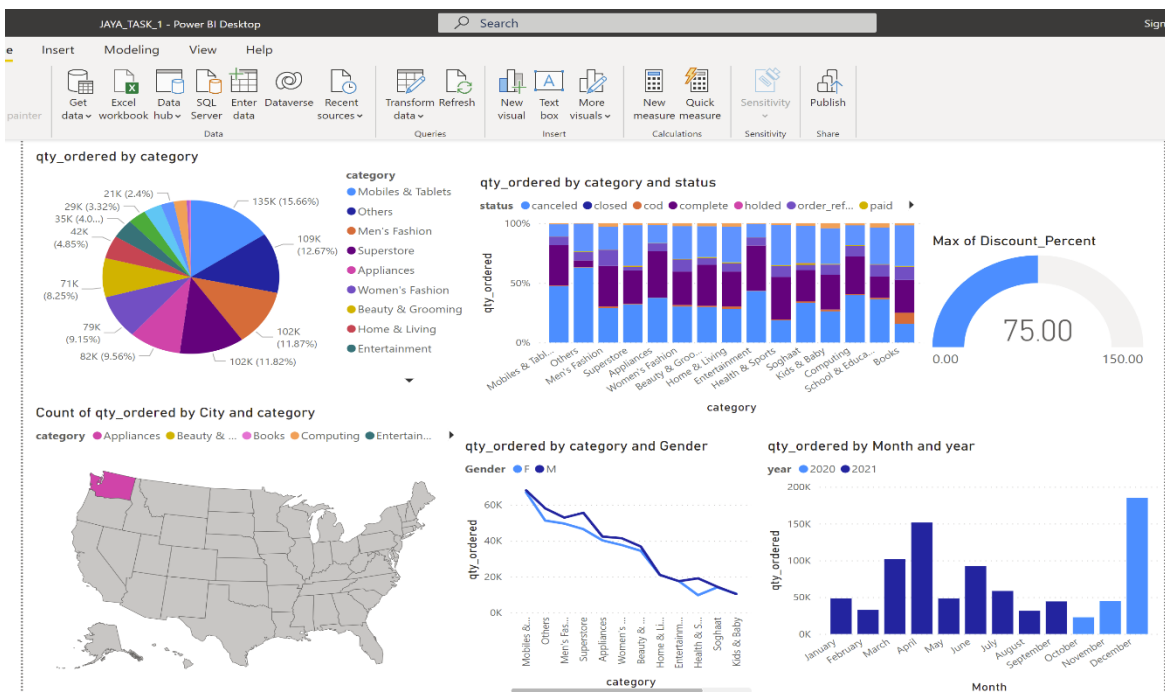


**Figure 5: Visual shows the gender of each category of the product**

The above figure shows the number of products ordered based on gender female and male for each category.



**Figure 6: Visual shows the waterfall chart for each month's quantity of products ordered for each category**



**Figure 7: Final PowerBI Dashboard**

## Conclusion

The above visuals show the KPI for the business for the given sales data. The PowerBI helps to create the dashboard for the business. The key KPI in this online business is the quantity the customers purchase under categories like Mobiles & tablets, appliances, men's fashion, women's fashion, entertainment, Home & living, etc. The next KPI is the status of orders such as complete, canceled, refunded, etc. The status of the order helps to analyze the customer behavior on product choice. The next KPI is the location of the customer helps to identify the people's interest in the products they buy online. The next analysis is based on gender helps to find out the gender-based interest in purchasing products online. The next analysis is based on the month for instance in the month of December the sale of mobile & tablets, women's and men's fashion is more compared to other months of online purchases. The analysis based on the discount amount is done using the product category. The final interactive PowerBI dashboard is created.