# E-Commerce Sales Dashboard

**Description:**

The E-Commerce Sales Dashboard provides insights into sales performance across different segments. It allows stakeholders to track key metrics such as sales, profit, quantity sold, and profit margin over time. The dashboard is designed to help users understand trends and make data-driven decisions.

**Dashboard Overview:**

* **Slicer:**
  + **Segment:** This slicer allows users to filter data based on different customer segments.
* **KPIs:**
  + **YTD Sales:** Displays year-to-date sales figures.
  + **YTD Profit:** Shows year-to-date profit amounts.
  + **YTD Quantity:** Represents the total quantity sold year-to-date.
  + **YTD Profit Margin:** Calculates the profit margin as a percentage of sales.
* **Sales Trend Icon:**
  + This feature uses icons to indicate positive or negative trends in sales. The icons change based on the performance, and the background color adapts to highlight significant changes.

**Visualizations:**

* + **Table Visual:** Displays the KPIs along with the Sales Trend Icon, providing an easy-to-read overview of sales performance.
  + **Stacked Bar Chart - Top 5 Products by YTD Sales:** Shows the top-performing products by year-to-date sales.
  + **Stacked Bar Chart - Bottom 5 Products by YTD Sales:** Highlights the bottom-performing products by year-to-date sales.
  + **Donut Chart - Sales by Category:** Represents the sales distribution by product category.
  + **Donut Chart - Sales by Region:** Shows the sales breakdown across different regions.

**Data Source:**

The dataset includes sales records detailing segment information, sales amounts, profit figures, quantities sold, product categories, and regional sales. This data enables a comprehensive analysis of sales trends and performance metrics.

**Requirements:**

* Power BI Desktop (Version May 2024 or later recommended)
* No additional dependencies

**Usage Instructions:**

1. **Opening the File:** Download and open the Power BI dashboard file using Power BI Desktop.
2. **Interacting with the Dashboard:**
   * Use the segment slicer to filter data for specific customer segments.
   * Review the KPIs for quick insights into sales performance.
   * Observe the Sales Trend Icon for visual indicators of performance trends.
   * Analyze the stacked bar charts and donut charts for a detailed understanding of product and regional performance.
3. **Customization:** Users can customize the slicer to focus on specific segments and analyze corresponding KPIs.

**Insights:**

* The stacked bar charts highlight both high-performing and low-performing products, offering a clear view of product performance.
* The donut charts provide a snapshot of sales distribution across categories and regions.
* The Sales Trend Icon helps quickly identify whether sales trends are positive or negative.
* The data supports strategic decision-making by highlighting key areas of performance.

**Future Enhancements:**

* Adding additional slicers for time periods (e.g., months or quarters).
* Including line charts to represent sales and profit trends over time.