

Krishna E-commerce Sales Dashboard – Power BI Business Intelligence Project





Overview:

This Power BI dashboard presents a complete sales performance analysis for Krishna E-commerce, providing stakeholders with critical insights into revenue trends, customer behavior, payment preferences, and product category performance. Designed for business leaders and sales teams, it enables real-time data-driven decision-making.

Tools & Techniques Used:

- **Power BI Desktop** – Visual report design and interactivity
 - **DAX (Data Analysis Expressions)** – Calculated fields for KPIs such as Profit, Quantity, AOV
 - **Power Query Editor** – Data cleaning, shaping, and transformation
 - **Data Modeling** – Established relationships between customer, sales, and product data
 - **Advanced Visualizations** – Bar charts, donut charts, slicers, KPIs, and dynamic filters
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Key Metrics & Performance Indicators:

-  **Total Revenue:** ₹438K
 -  **Total Profit:** ₹37K
 -  **Quantity Sold:** 5615 Units
 -  **Average Order Value (AOV):** ₹121K
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Major Business Insights:

- **State-wise Sales:** Maharashtra leads in revenue, followed by Madhya Pradesh and Uttar Pradesh
- **Top Customers:** Harivansh, Madhav, and Madan Mohan drive the most sales
- **Monthly Profit Trends:** Highest profits in January, March, and November; loss observed in May, July, and December
- **Payment Behavior:** COD (44%) dominates; UPI and cards are underutilized

- **Category-wise Analysis:** Clothing is the highest-selling category (63% of total quantity)
 - **Sub-category Profitability:** Printers and Bookcases lead in margin contribution
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Business Questions Addressed:

- What are the top-performing regions and customer segments?
 - How do profits vary across different months and quarters?
 - Which products and sub-categories yield the highest returns?
 - What are the most preferred payment modes?
 - Where are the opportunities to improve margin or streamline operations?
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Strategic Recommendations:

- **Shift Promotions to High-Profit Sub-Categories:** Leverage Printers and Bookcases
 - **Reduce COD Dependency:** Promote digital payments via incentives or loyalty programs
 - **Analyze Loss-Making Months:** Focus on optimizing pricing or logistics in May, July, December
 - **Customer Segmentation:** Create loyalty campaigns for repeat top customers
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Conclusion:

This dashboard enables end-to-end visibility of business health for Krishna E-commerce. With clear visuals, dynamic filtering, and actionable KPIs, it serves as a decision-support tool for executives, analysts, and sales strategists.