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E-COMMERCE

SALES

DATA ANALYSIS



Introduction

- **Welcome to the presentation on our analysis of ecommerce sales data using Power BI.**
- **Understanding online sales trends is crucial for business success.**
- **Our project aims to provide insightful analysis and actionable insights from ecommerce data.**

Dashboard Overview

- **Our Power BI dashboard offers a comprehensive view of ecommerce sales data.**
- **Segmented into key areas such as sales performance, top customers, top states, etc.**
- **Designed to offer valuable insights for decision-makers.**

Interactive Features

- **Users can utilize parameters to drill down into specific states or product categories.**
- **Filters and slicers allow for customized views tailored to individual preferences.**
- **Enhances data exploration and analysis.**

Data Transformation

- **Raw data transformed by creating connections and adding new columns.**
- **Enabled calculations and transformations necessary for meaningful analysis.**
- **Ensures accuracy and relevance of insights.**

Customized Visualizations

- **Various customized visualizations presented in the dashboard.**
- **Bar charts, column chart, doughnut chart, and more.**
- **Offers unique insights into ecommerce trends.**

Insights and Analysis

- **Identified key insights into ecommerce sales trends.**
- **Highlights effectiveness of marketing efforts.**

Business Impact

- **Insights gained have significant implications for business strategy.**
- **Informed decisions to optimize sales strategies and drive revenue growth.**
- **Stay ahead of the competition in today's dynamic marketplace.**

Conclusion

- **Analysis of ecommerce sales data using Power BI provides actionable insights.**
- **Leveraging data visualization and analysis for business success.**
- **Stay ahead of the competition in today's dynamic marketplace.**