

E-Commerce Sales Dashboard

Task 2

Key Visualizations and Insights

- Maharashtra leads in sales volume among all states.
- Negative profits observed in June, October & December.
- Clothing dominates sales quantity (63%).
- Cash on Delivery (COD) is the most used payment mode (44%).
- Top customers include Harivansh and Madhav.

Dashboard Screenshot

MADHAV E-COMMERCE SALES DASHBOARD

438K

Sum of Amount

37K

Sum of Profit

5615

Sum of Quantity

121K

Sum of AOV

Qtr 1

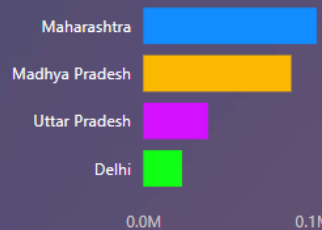
Qtr 2

Qtr 3

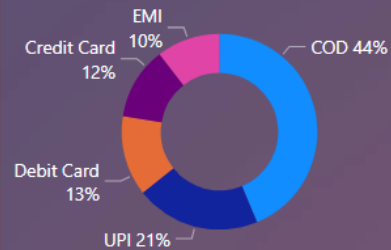
Qtr 4

All

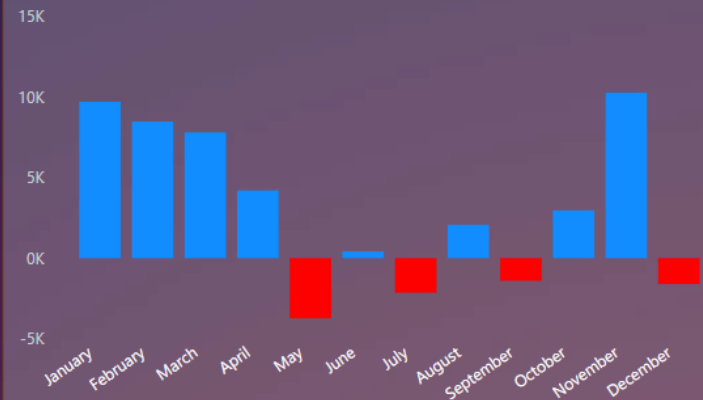
Sum of Amount by State



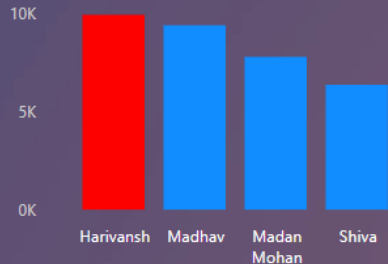
Sum of Quantity by PaymentMode



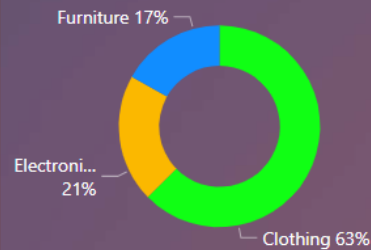
Profit by Month



Sum of Amount by CustomerName



Sum of Quantity by Category



Sum of Profit by Sub-Category

