



Ecomm Performance Dashboard Project

USING POWER BI



Project Overview

- This project involves creating a comprehensive performance dashboard for an e-commerce website operating in four countries: India, USA, Canada, and Denmark. The goal is to provide insights into key performance indicators (KPIs) such as Net Profit, Gross Sale, Month-to-Month performance, and more, using various Power BI visualizations.

Data Description

- Categories:

- - Branded
- - Non-branded

- Subcategories:

- - Ethnic Wear
- - Men Kurta Set
- - Lounge Wear
- - Party Wear

Data Sources:

- CSV files
- SQL databases
- Excel files
- Cloud storage

Key Performance Indicators (KPIs) Used

- 1. Net Profit
- 2. Gross Sale
- 3. Total Units Sold
- 4. Month-to-Month Performance
- 5. Year-wise Performance
- 6. Product Subcategories Revenue
- 7. Top Trending Colors
- 8. Top 3 Retailers
- 9. Alerts for High and Slow Sales



Dashboard Visualizations

- 1. Waterfall Chart
- 2. Doughnut Chart
- 3. Scroll Bar
- 4. Bar Charts and Line Charts
- 5. Tables



Implementation Steps (Part 1)

- 1. Data Collection and Preparation
- 2. Data Modeling
- 3. Report Creation
- 4. Dashboard Customization



Implementation Steps (Part 2)

- 5. Setting Alerts
- 6. Dynamic Row-Level Security (RLS)
- 7. Testing and Validation
- 8. Deployment
- 9. User Training and Documentation
- 10. End-to-End Delivery



Additional Considerations

- 1. Data Privacy
- 2. Scalability
- 3. Integration