



Power BI for Reporting and Analysis of E- commerce Store

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Problem Statement

Companies like **Blinkit E-commerce** generate large volumes of sales and marketing data daily, but **analyzing this data to extract actionable insights** is challenging. Sales, revenue, product performance, and customer behavior are often scattered across multiple sources, making it difficult to track trends over time. **Without proper analysis**, it is hard to understand which products, **customer segments**, and marketing channels are **driving revenue**, identify **growth opportunities**, or make **data-driven decisions** to optimize **sales and marketing strategies**.

Project Objectives

- **Analyze sales performance** by product, product category, and revenue over time
- **Understand customer behavior** by segment and identify high-value customers
- **Evaluate the effectiveness** of different marketing channels
- Enable time-series analysis to **track sales trends and seasonality**
- Provide **actionable insights** for improving sales strategies and marketing campaigns
- Create a consolidated, automated dashboard for **sales and marketing decision-making**

Executive Dashboard

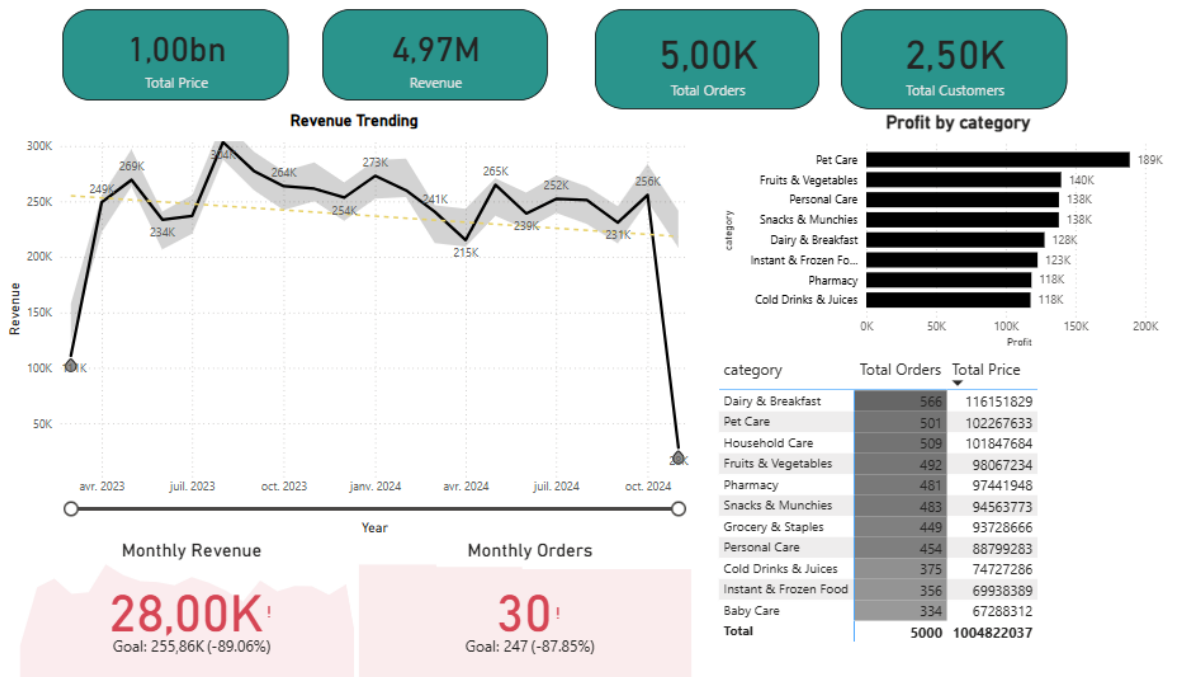


Figure 01: Executive Dashboard

Purpose

- Provide executives with a high-level view of sales performance and revenue trends
- Analyze product categories and customer activity over time

Visuals

- Revenue
- Orders
- Number of Customers
- **Line Chart:** Revenue by month
- **Matrix:** Product Category, Revenue, Number of Orders
- **Bar Chart:** Revenue by Product Category
- **KPIs :**
 - Monthly Revenue vs Previous Month
 - Monthly Orders vs Previous Month

Business Value

- Gives executives a quick, consolidated understanding of overall sales performance
- Highlights high-performing product categories and customer segments
- Supports marketing evaluation and informed sales strategy decisions

Costumers Dashboard

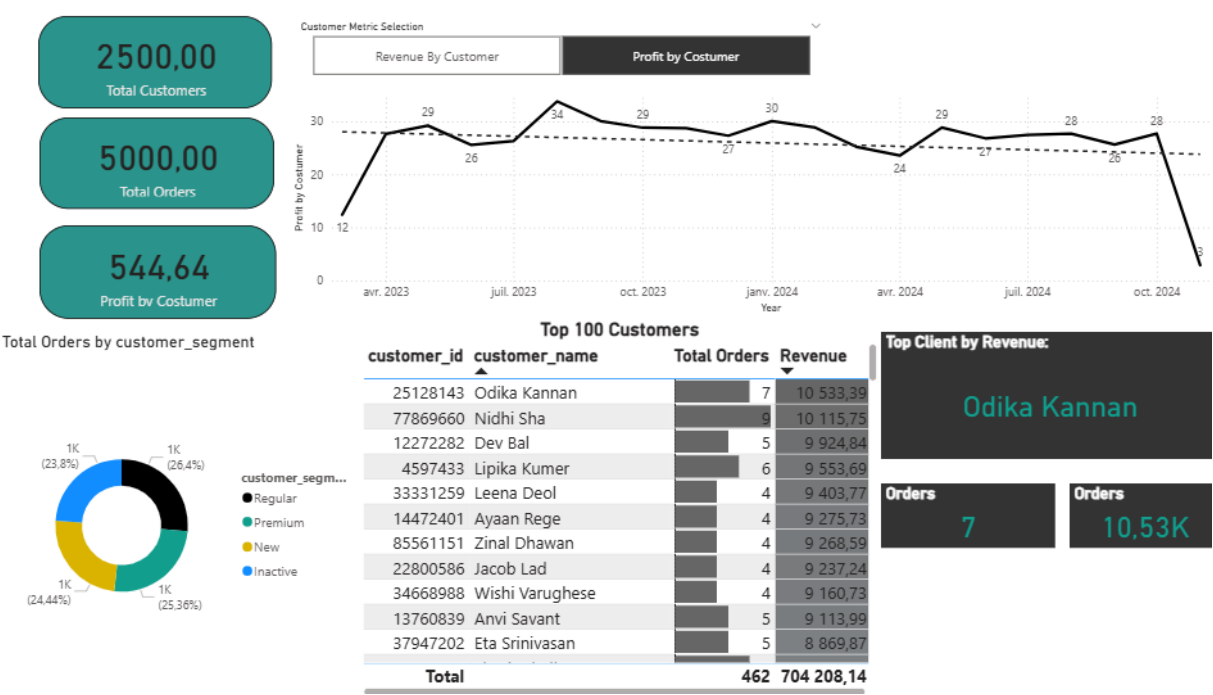


Figure 02: customers dashboard

Purpose

- Provide executives with a high-level view of customer performance and profitability
- Track revenue, orders, and profit trends by customer and segment

Visuals

- Total Customers
- Total Orders
- Profit by Customer
- **Line Chart:** Revenue and Profit by month
- **Table :**
 - Customer ID and Name
 - Total Orders
 - Revenue
 - Top Clients by Revenue (with orders and name)
- **Pie Chart:** Revenue by Customer Segment

Business Value

- Helps executives quickly identify top customers and profitable segments
- Provides insight into customer order patterns and revenue contributions
- Supports strategic decisions on marketing, sales focus, and client management

Product Dashboard

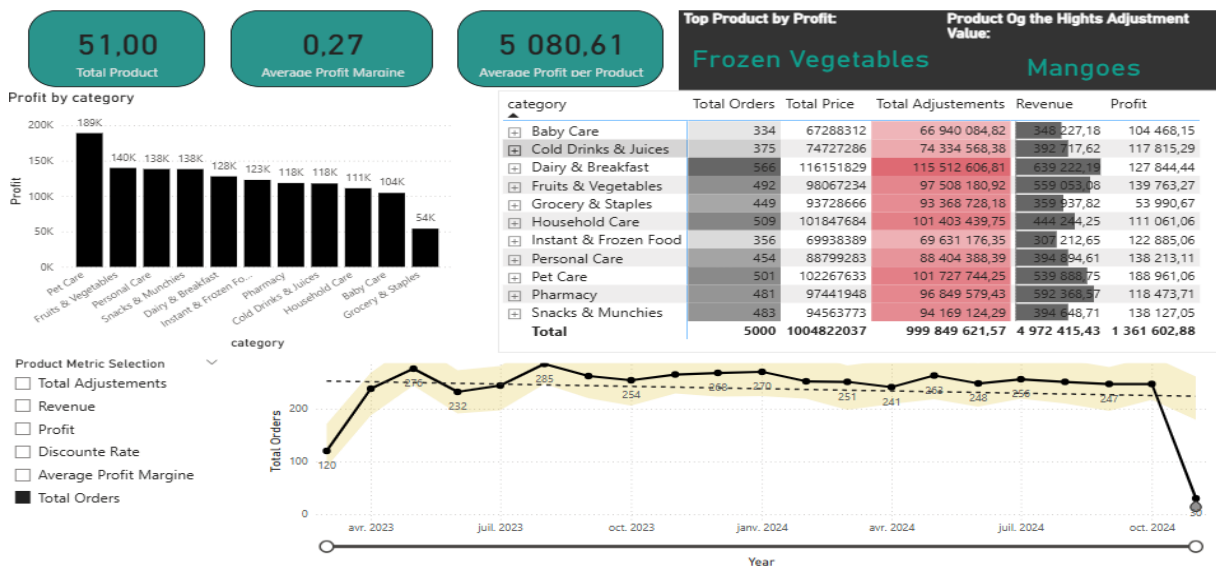


Figure 03: Product Dashboard

Purpose

- Provide executives with a high-level view of product performance and profitability
- Track revenue, profit, and order trends across products and categories

Visuals

- Total Products
- Average Profit Margin
- Average Profit per Product
- Top Product by Profit
- Product with Highest Adjustment Value
- **Bar Chart:** Profit by Product Category
- **Matrix :**
 - Category
 - Orders
 - Price, Revenue, Profit
- **Line Chart:** Revenue, Profit, and Orders by Month

Business Value

- Helps executives quickly identify top-performing products and categories
- Provides insight into profitability trends and product adjustments
- Supports data-driven decisions on product strategy, pricing, and inventory management

Marketing Analysis

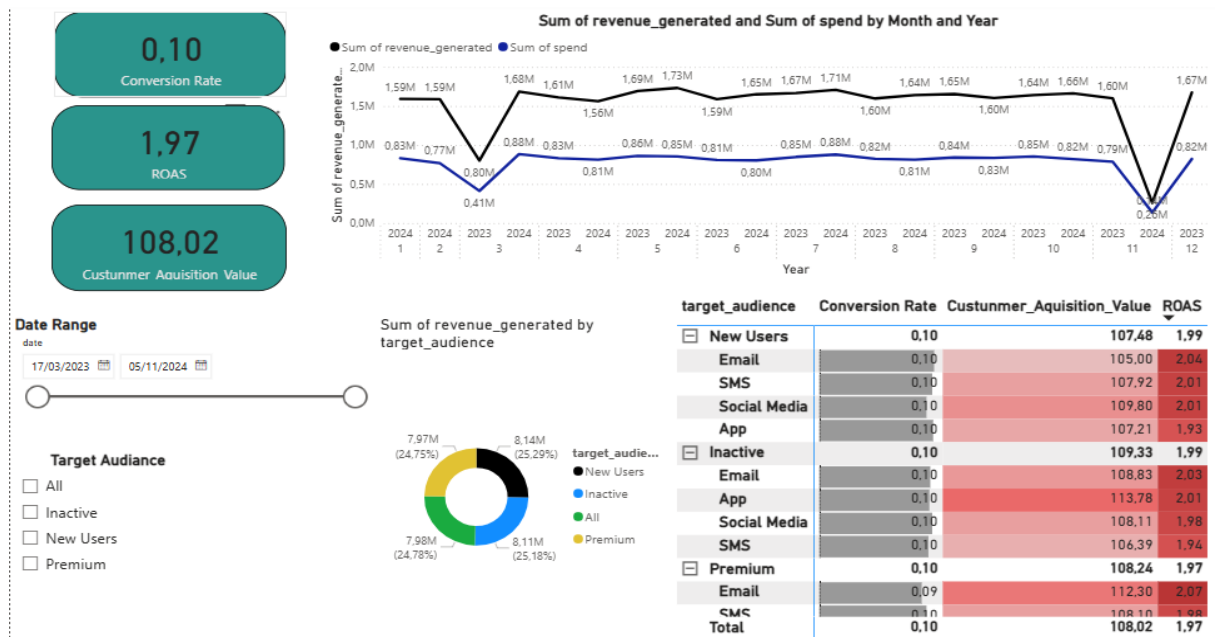


Figure 04: Marketing dashboard

Purpose

- Provide executives with a high-level view of marketing performance and campaign effectiveness
- Track how marketing spend drives revenue and customer acquisition

Visuals

- Conversion Rate
- ROAS (Return on Ad Spend)
- Customer Acquisition Value
- **Line Chart:** Revenue and Ads Spend by Month
- **Pie Chart:** Revenue generated by Customer Audience
- **Matrix :**
 - Target Audience
 - Conversion Rate
 - Customer Acquisition Value
 - ROAS

Business Value

- Helps executives evaluate the effectiveness of marketing campaigns
- Identifies high-performing customer segments and audiences
- Supports decisions on budget allocation, targeting, and marketing strategy

Data Model

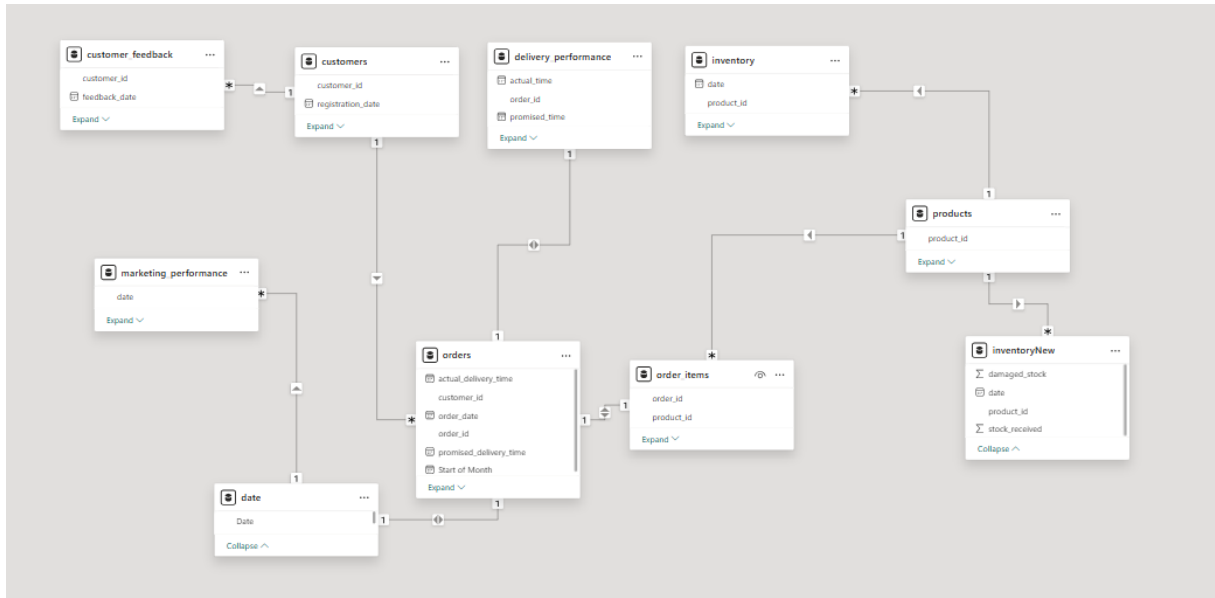


Figure 05: Data Model