# **Ecommerce Sales Dashboard**

## *Problem Statement*

**A US based Ecommerce sales company wants to create a sales dashboard showing information of year-to-date sales & generate insights for below scenarios:**

1)Create a KPI Banner showing YTD sales, YTD profit, YTD quantity, YTD profit margin

2)Find Year on year grown for each KPI as well as show YTD Sparkline for each measure in KPI to understand monthly trend for each fact

3)Find YTD Sales, PYTD sales, Yoy Sales growth for different customer category & add a trend icon for each category

4)Find YTD sales performance by each state

5)TOP 5 & BOTTOM 5 products by sales

6)YTD Sales by region to known best and worst performing region all over country

7) YTD sales by shipping type to get the best shipping type percentage