

E-commerce Sales Dashboard

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Objective:

The objective of this project is to build an interactive E-commerce dashboard in Power BI that visualizes key metrics such as Sales, Profit, and Quantity. The dashboard helps stakeholders analyse performance by time, geography, and product categories to enable data-driven decisions.

Dataset Description:

The dataset used in this project includes the following fields.

1. Amount (Sales)
2. Quantity Sold
3. Profit
4. State
5. Category
6. Sub-Category
7. Customer Name
8. Payment Mode
9. Date of Sale

Toolset:

Microsoft PowerBI

Layout:

The dashboard has been designed with the following layout:

1. Title: 'E-commerce Sales Dashboard' at the top.
2. KPI Cards: Total Sales, Total Profit, Quantity Sold, and Average Order Value (AOV).
3. Quarter Slicer for time-based filtering.
4. Visualizations:
 - Bar Chart: Profit by Month.
 - Horizontal Bar Chart: Sales by State.
 - Donut Charts: Quantity by Category and Payment Mode Distribution.
 - Stacked Column Chart: Sales by Customer.
 - Horizontal Bar Chart: Profit by Sub-Category.

Style and Formatting:

The dashboard follows a professional design standard with:

- A soft blue background with contrasting chart colours.
- Clear and bold fonts for titles and metric labels.
- Proper alignment and sizing of visuals for readability.

Interactivity and Final Touch:

To make the dashboard interactive:

- Drill-downs enabled for Category → Sub-Category and State → City.
- Customized tooltips show additional details on hover. - Filters and slicers dynamically update all visuals.
- Data validation performed to ensure accuracy of results.

Insights:

The dashboard enables users to derive key insights, such as:

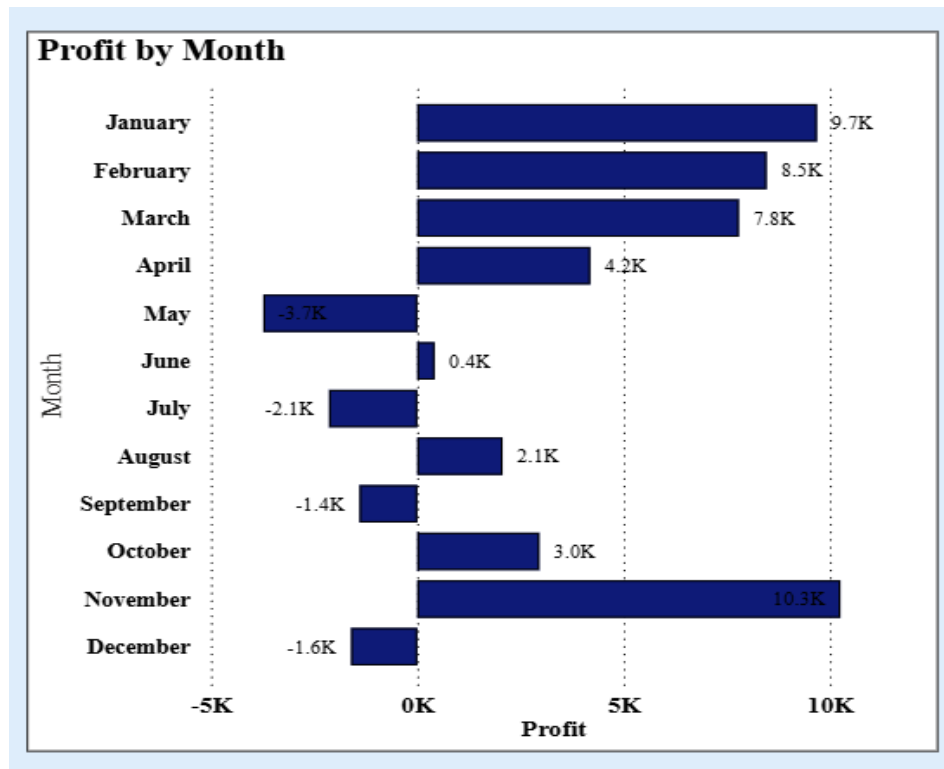
- ❖ Identifying top-performing states and categories.
- ❖ Analysing monthly profit trends.
- ❖ Comparing sales volume by category against profit margins.
- ❖ Understanding customer purchasing patterns through payment modes.

Dashboard Visualization:

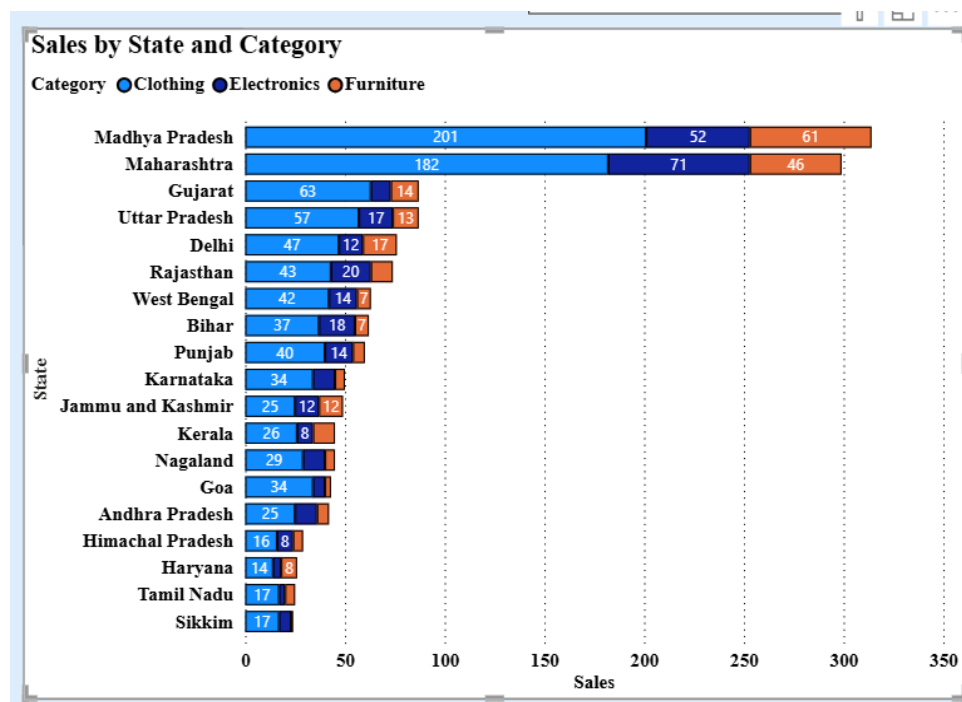
KPI cards:



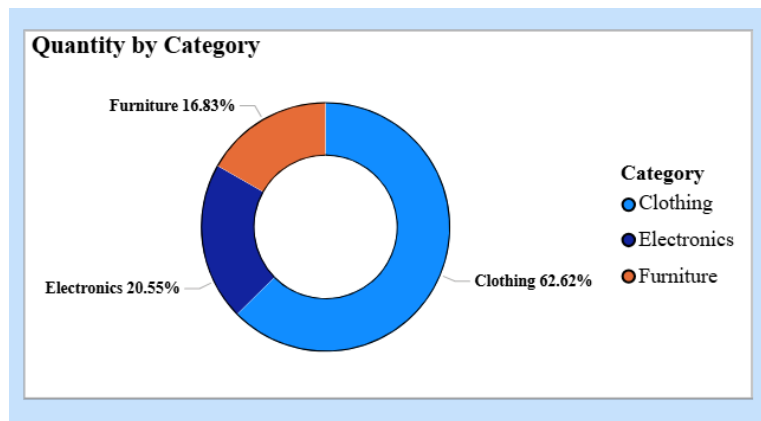
Profit by Month:



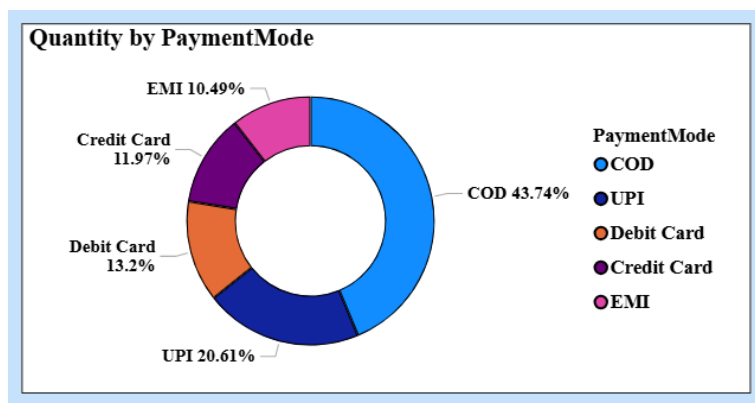
Sales by State:



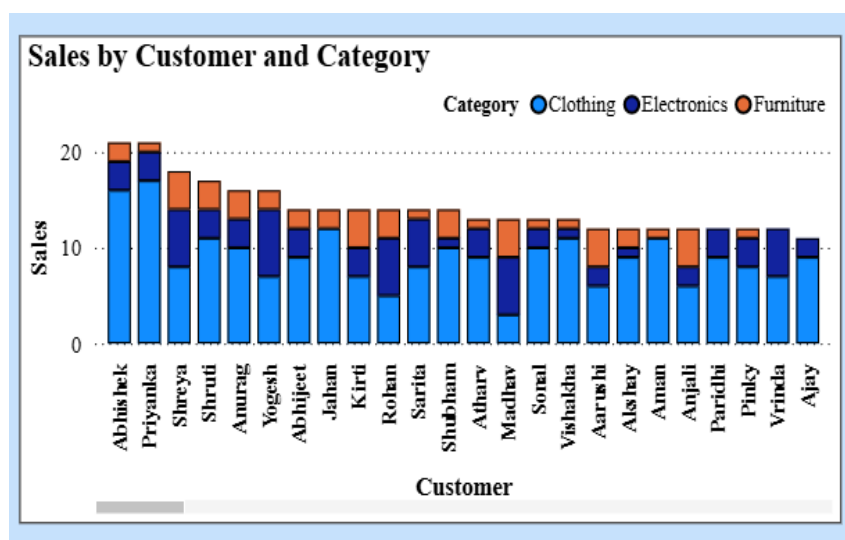
Quantity by Category:



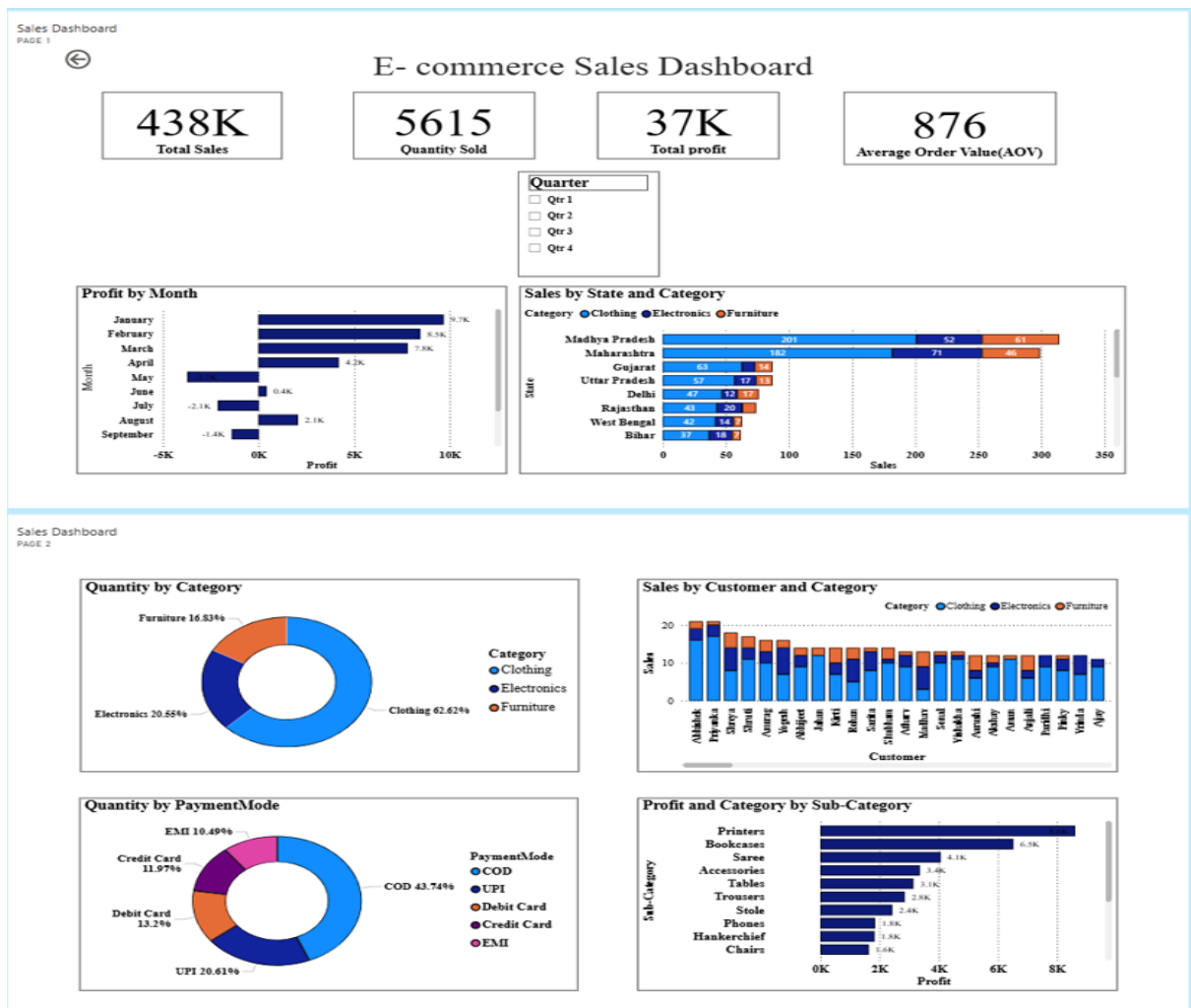
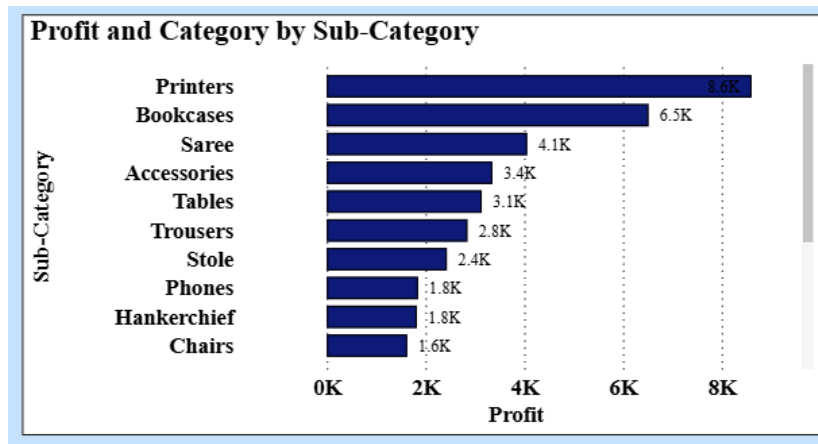
Quantity by Payment Mode Distribution:



Sales by Customer:



Profit by Sub-category:



Dashboard

Conclusion:

The E-commerce Sales Dashboard in Power BI provides a comprehensive and interactive way to monitor business performance. By combining KPIs, visualizations, and interactivity, it allows decision-makers to quickly analyse trends and take informed actions.