

# E-commerce Sales Data Analysis Report

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## 1. Introduction

This project focuses on analyzing e-commerce sales data using MySQL and Power BI to generate meaningful business insights.

## 2. Objectives

To analyze overall sales performance

To evaluate profit trends

To identify top-performing categories and regions

To create an interactive dashboard for decision-making

## 3. Tools & Technologies Used

MySQL (Data cleaning & querying)

Power BI (Data visualization & dashboard creation)

## 4. Data Description

The dataset contains information about orders, sales amount, profit, categories, states, and order dates.

## 5. Dashboard Overview

The Power BI dashboard includes:

KPI Cards (Total Sales, Total Profit, Total Orders)

Monthly Sales Trend (Line Chart)

Category-wise Sales (Bar Chart)

State-wise Performance

Interactive Filters (Slicers)

## 6. Key Insights

Identified the highest revenue-generating category

Analyzed monthly sales trends and peak sales period

Evaluated profit distribution across regions

Observed sales performance variations by state

## 7. Conclusion

The analysis helps in understanding sales patterns, identifying growth opportunities, and supporting data-driven business decisions.