

# Madhav Store E-Commerce Sales Dashboard Using Power Bi

Unlocking the power of sales data to optimize performance  
and drive profitability

# Introduction to Dashboard:

The Madhav Ecommerce Sales Dashboard project creates an interactive visual tool using Power BI to track and analyze online sales performance across India. The dashboard aims to help Madhav Store owner gain insights into sales patterns, regional variations, product performance, and customer behavior, ultimately leading to data-driven decision-making.

# Key aspects of the project:

## Interactive Dashboard:

Allows users to explore online sales data through various visualizations and filters.

## Data Manipulation & Calculation:

Includes DAX functions, ETL processes, and data connections to enhance visualizations and facilitate data exploration.

## Performance Metrics:

Tracks total sales, profit, quantity sold, average order value, and regional performance.

## Regional Analysis:

Identifies top-performing states like Maharashtra and Madhya Pradesh, suggesting potential expansion areas.

## Product Category Analysis:

Highlights Clothing as the dominant category, followed by Electronics and Furniture, and identifies profitable sub-categories like Printers and Bookcases.

# Benefits

Trend Analysis: Identifying patterns and trends in sales data to predict future performance.

Performance Monitoring: Tracking the effectiveness of different initiatives and making necessary adjustments.

Informed Decision-Making: Using data-driven insights to optimize pricing, marketing, product offerings, and operational processes.

# Tools & Technologies:

- Tools:

Microsoft power Bi tool is used to build dashboard

- Data Source:

Madhav store e-commerce sales.csv

**Dataset link:**<https://bit.ly/3ZiHghb>

# Visualizations:

- Used complex parameters to drill down in worksheet and customization using filters and slicers
- Created connections, join new tables, calculations to manipulate data and enable user driven parameters for visualizations
- Used different types of customized visualization (pie chart, donut chart, clustered bar chart, card, filter, slicers, cluster column chart etc)

# Visual Element:

