

E-COMMERCE DASHBOARD ANALYSIS

Power BI Project Summary | 2025



Executive Summary



This report presents a comprehensive Power BI dashboard analysis of an e-commerce dataset.

Highlights:

- Sales Performance
- Customer Behavior
- Country Breakdown
- Top Products
- Sales Trends over Time.

Key metrics include:

- Total Sales
- Quantity Sold
- Customer Count
- Transaction Days, and more.

Dashboard Overview



Quantity Sold

5M



Transaction Count

26K



Customer Count

4373



Total Sales

\$10M



Transaction Days

729



KPI Cards:

- Total Sales
- Total Quantity Sold
- Customer Count
- Transaction Count
- Analysis Period in number of days

Slicers:

- Invoice Date
- Customer ID
- RFM Score
- Country
- Product Description

Invoice Date

1/1/2010

12/31/2011



Customer ID

All

RFM Score

All

Country

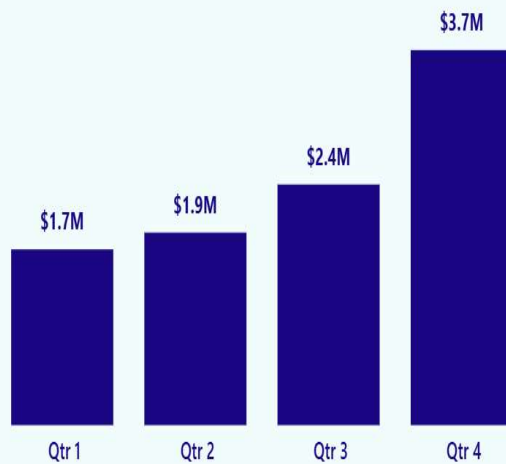
All

Product Description

All

Sales Analysis

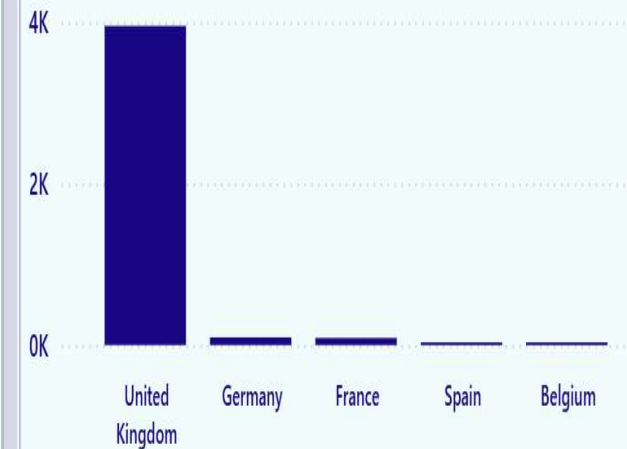
Quarter Analysis



Monthly Trend



Country Distribution (Top 5)

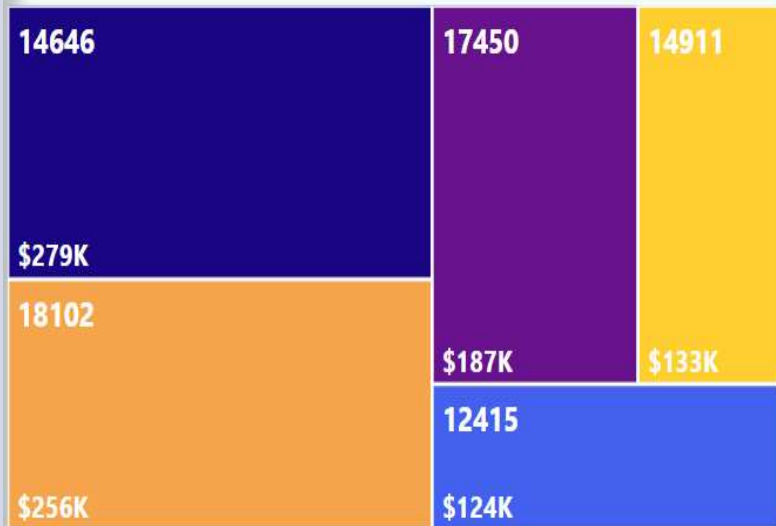


The dashboard includes:

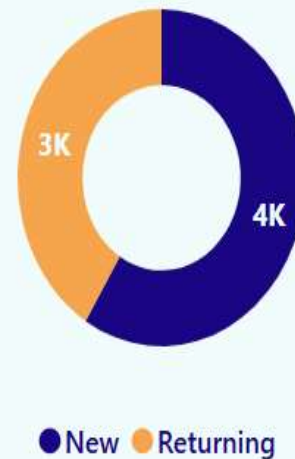
- Monthly Sales Trend Line Chart
- Quarterly Sales Bar Chart
- Country Distribution of Customers (Top 5 Countries)

Customer Insight

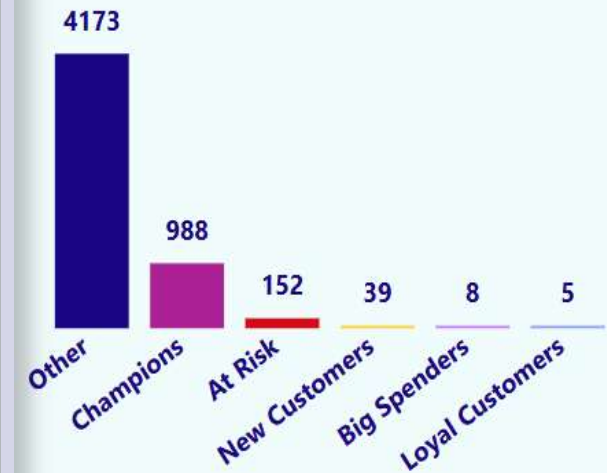
Top 5 CustomerIDs



Customer Type



Customer Segmentation

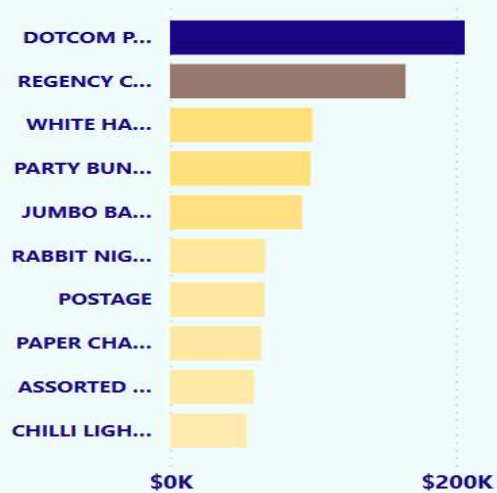


The dashboard segments customers into New and Returning types using a donut chart.

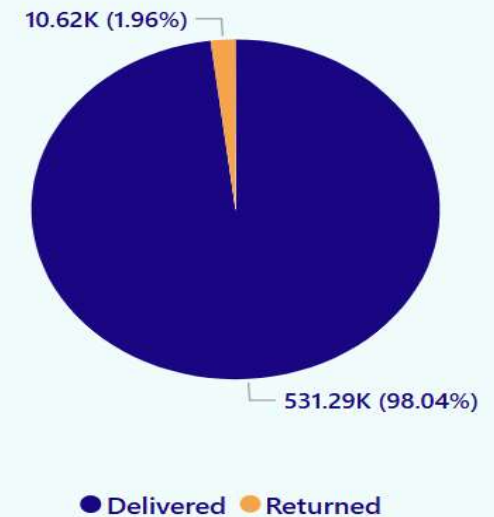
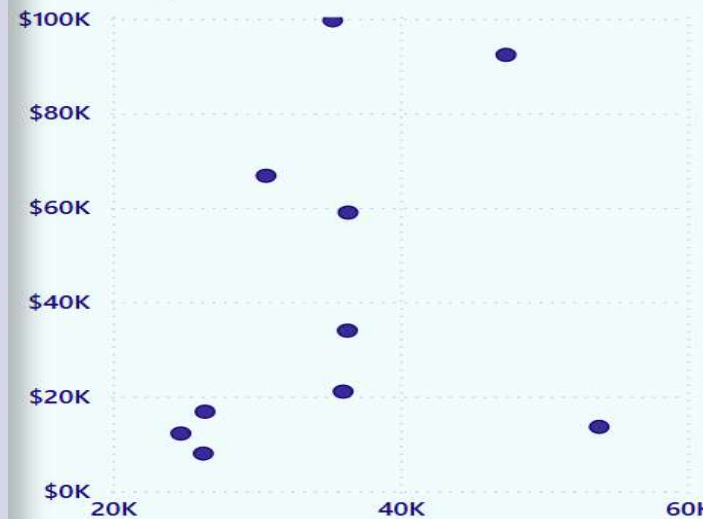
- Total customers: 4K
- Approx. 57% Returning, 43% New
- Top 5 customers visualized via TreeMap

Product Performance

Top 10 Selling Products



Quantity Vs Sales



This section analyzes product-level data using:

- Bar Chart for Top 10 Selling Products by Sales
- Scatter Plot for Quantity vs Sales
- Identifies high-value and high-volume products
- Pie-chart to group number of delivered products vs returned.
- Enables business decisions for inventory and promotion

Recommendations



Recommendations:

- Focus on high-performing products for promotions
- Target Returning Customers with loyalty programs
- Expand presence in high-sales countries (e.g., UK)
- Investigate high return rate in the USA
- Convert customers in the "Other" Segment to "Champions"

Next Step:

- Explore advanced forecasting and segmentation