

# ECOMMERCE SALE

## Introduction:

- ▶ In this project, we have analyzed an Ecommerce dataset. An ecommerce dashboard is a user interface that provides a centralized location for managing and analyzing various aspects of an online business, such as sales, customer behavior, and inventory.
- ▶ They can also integrate with various platforms such as email marketing, payment gateways, and shipping providers to provide a holistic view of the ecommerce operations..

## Tools and Technologies:

- Power BI: For data transformation, visualization, and report creation.
- DAX (Data Analysis Expressions): For calculating measures like cumulative cases, mortality rates, and percentage changes.
- Data set take for Kaggle :- Ecommerce sale data.

## Data:

- ▶ We found this dataset from Kaggle. We have an e-commerce sales dataset from India with 3 csv files -List of Orders, Order details, Sales target.
- ▶ List of Orders-This dataset contains purchase information. The information includes ID, Date of Purchase and customer details.
- ▶ Order Details- This dataset contains order ID, with the order price, quantity, profit, category and subcategory of product.
- ▶ Sales target-This dataset contains sales target amount and date for each product category.

## Conclusion:

Power BI ecommerce dashboard provides a bird's-eye view of your sales trends, inventory levels, and customer behavior, all in real-time, offering a comprehensive and intuitive platform to visualize and analyze your data.

Begin creating your Power BI E-commerce Dashboard immediately and see how your data transforms into meaningful, actionable plans. After all, in ecommerce, what you do with the data is more important than the data itself.

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