

ECOMMERCE | POWER BI DASHBOARD| CASE STUDY

We have a dataset of 51290 rows. It comprises of sales data for EASTSIDE company. It's a retail company that deals in Fashion, Auto & Accessories, Electronic, and home & Furniture.

The dataset has order Id , Product name, Product Category, Sales, Profit ,Shipping Cost, Customer Name, State, Country etc. Time Frame Given is for 1 year 2022.

- What is my category wise sales for the year (month wise breakup)?
- Which are my top 5 product w.r.t sales?
- Which are my bottom 5 product w.r.t sales?
- Which are my top 5 product w.r.t net Margin?
- Should I discontinue any product ?

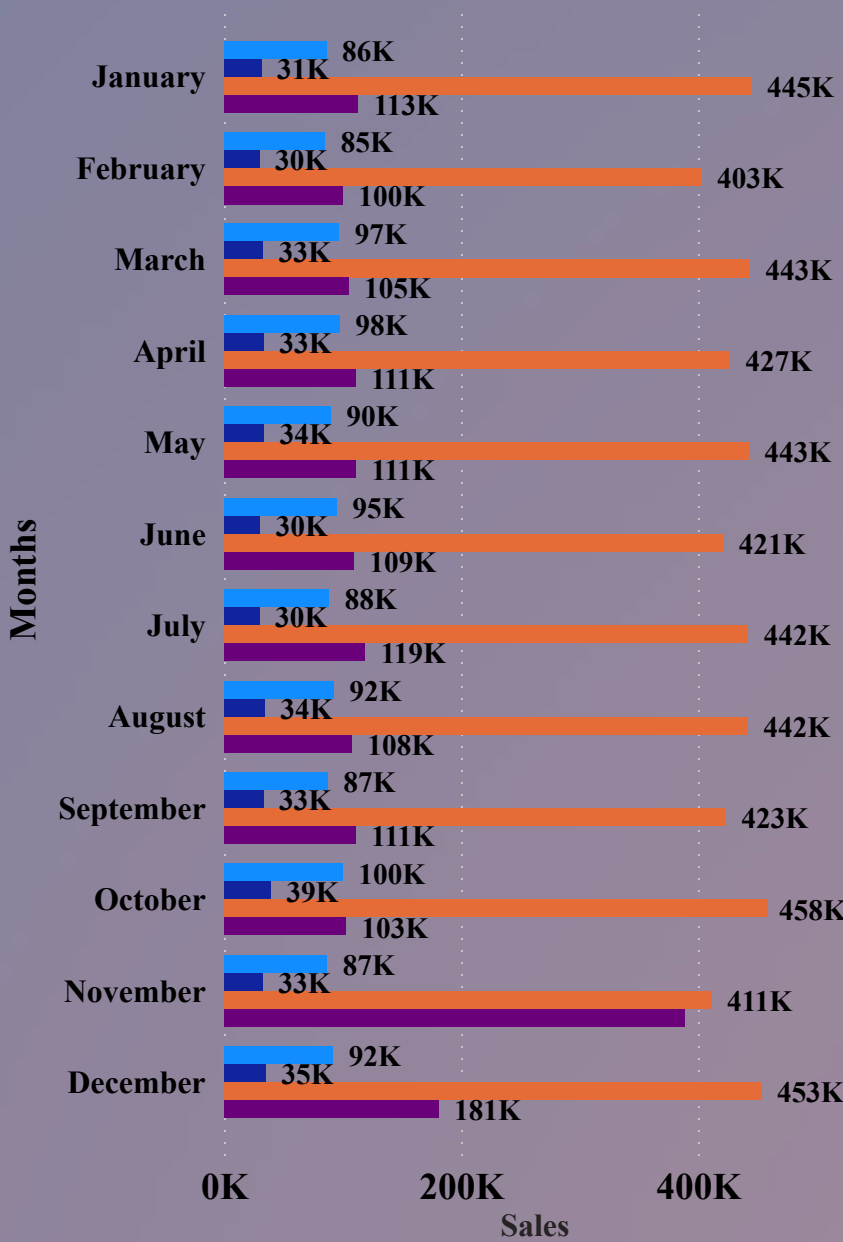
Ans: - As per the graph no 6 in page 1 car and bike cares have less profit among all, so this product can be discontinued although it is profitable so in my opinion it should be continue.

- Is company profitable and what is month wise trend?
- How many customers & orders are received from each state? Is there any pattern you can see?
- What is my average order value for each customer?
- What are my top countries w.r.t Sales & Net margin?
- What is my geography wise sales for the year?

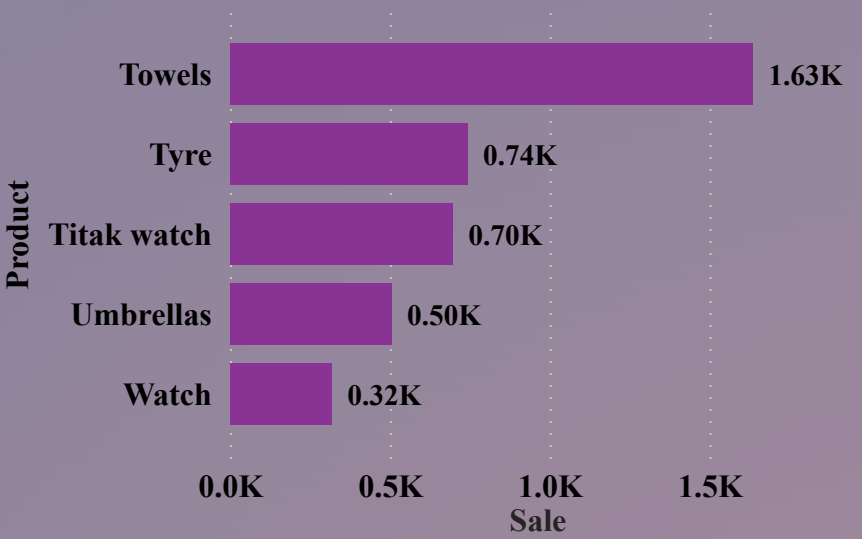
Submitted by
Pankaj Verma

Monthly sales Category wise

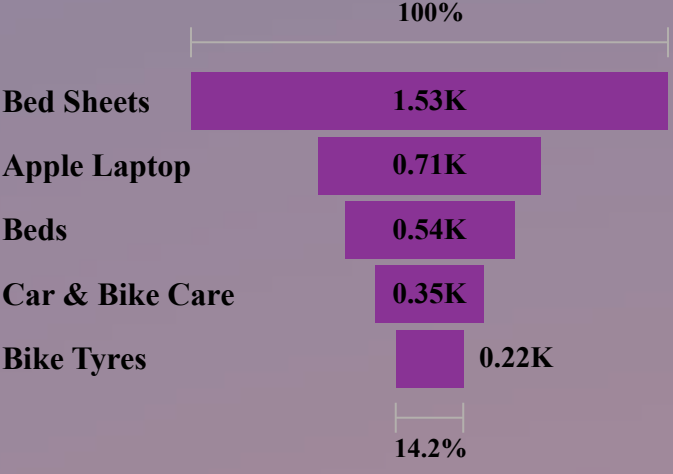
Product Cat... Auto ... Electronic Fashion Home ...



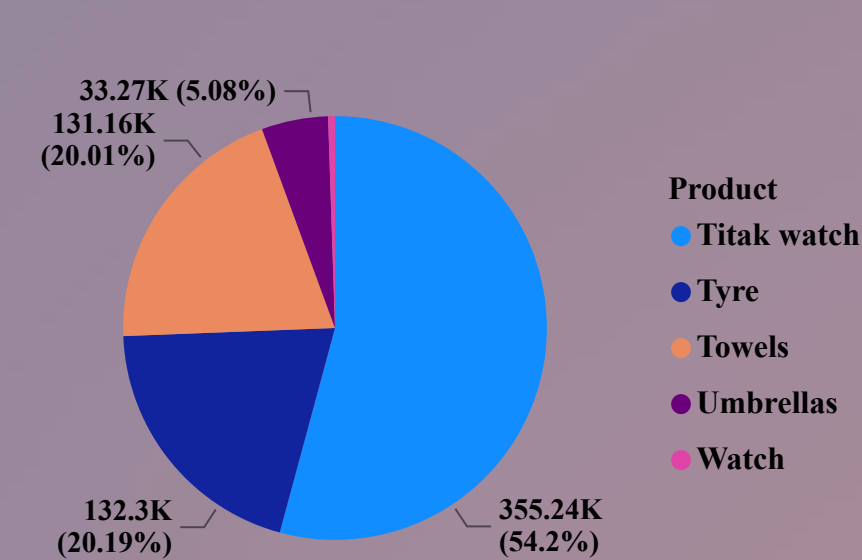
Top 5 Product w.r.t Sale



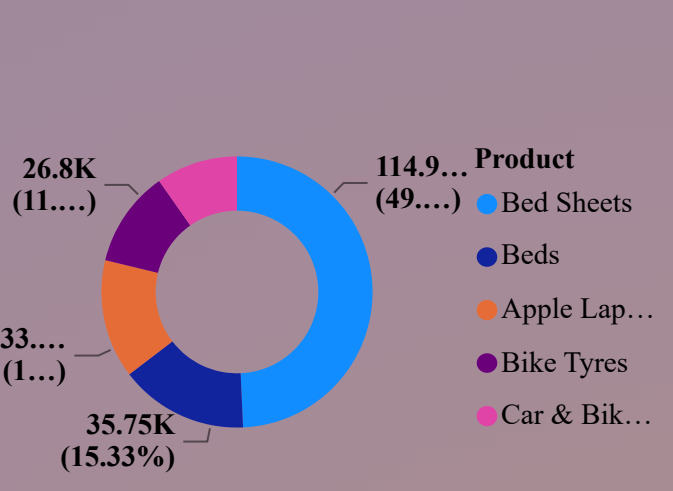
Bottom 5 Product w.r.t Sale



Top 5 Product w.r.t Profit

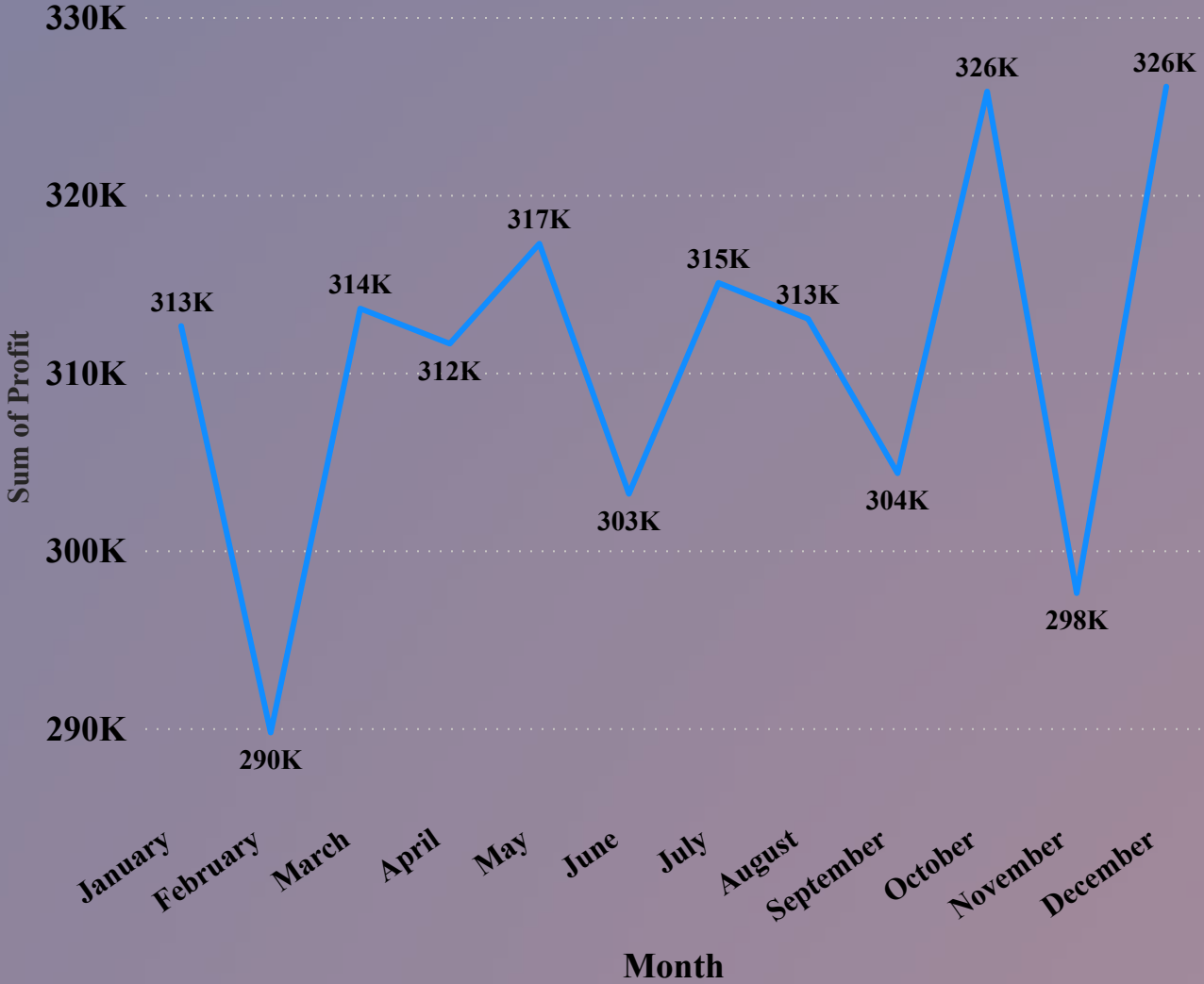


Bottom 5 Product w.r.t Profit

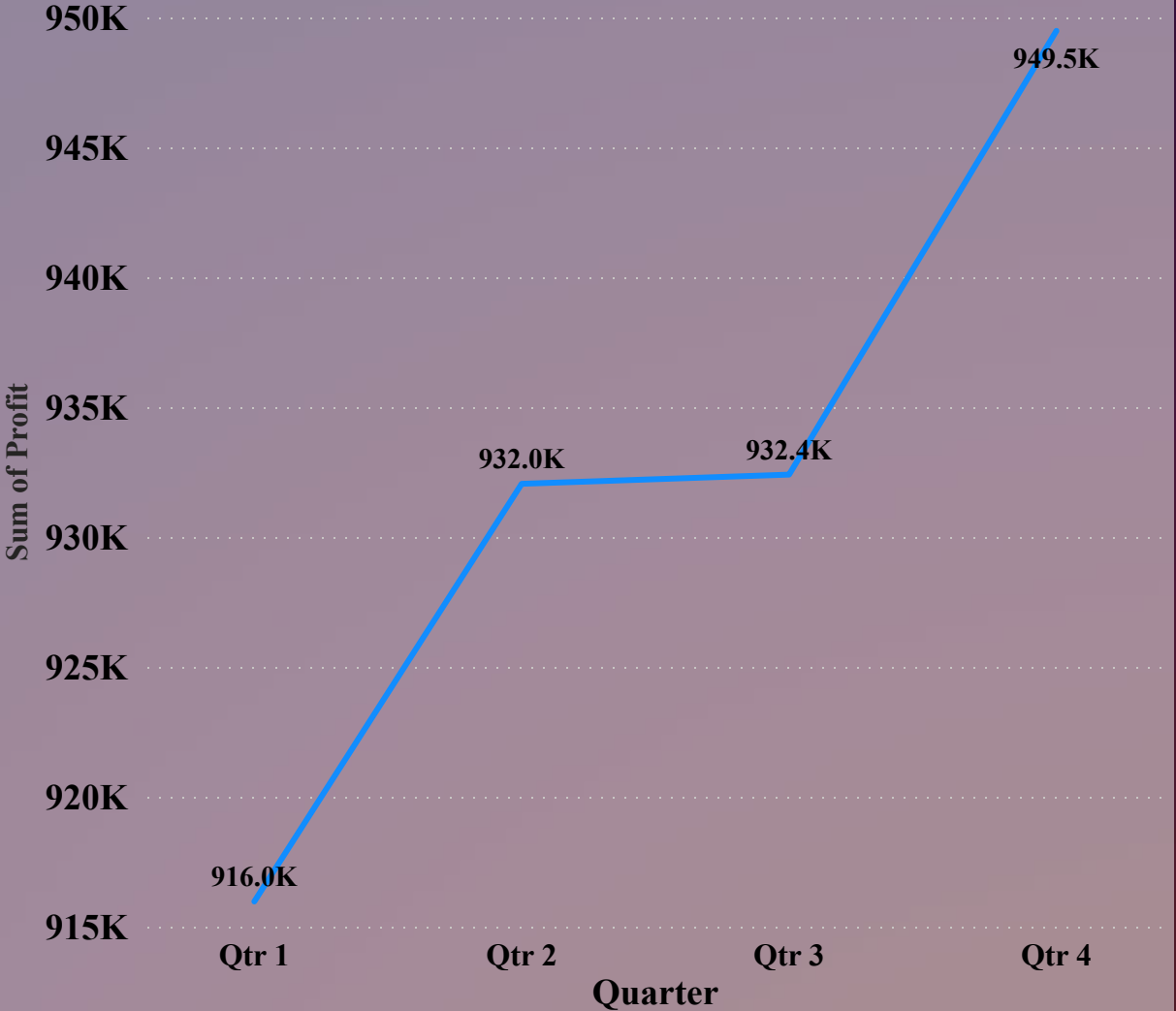


Total Profit
3.73M

Profit by Month

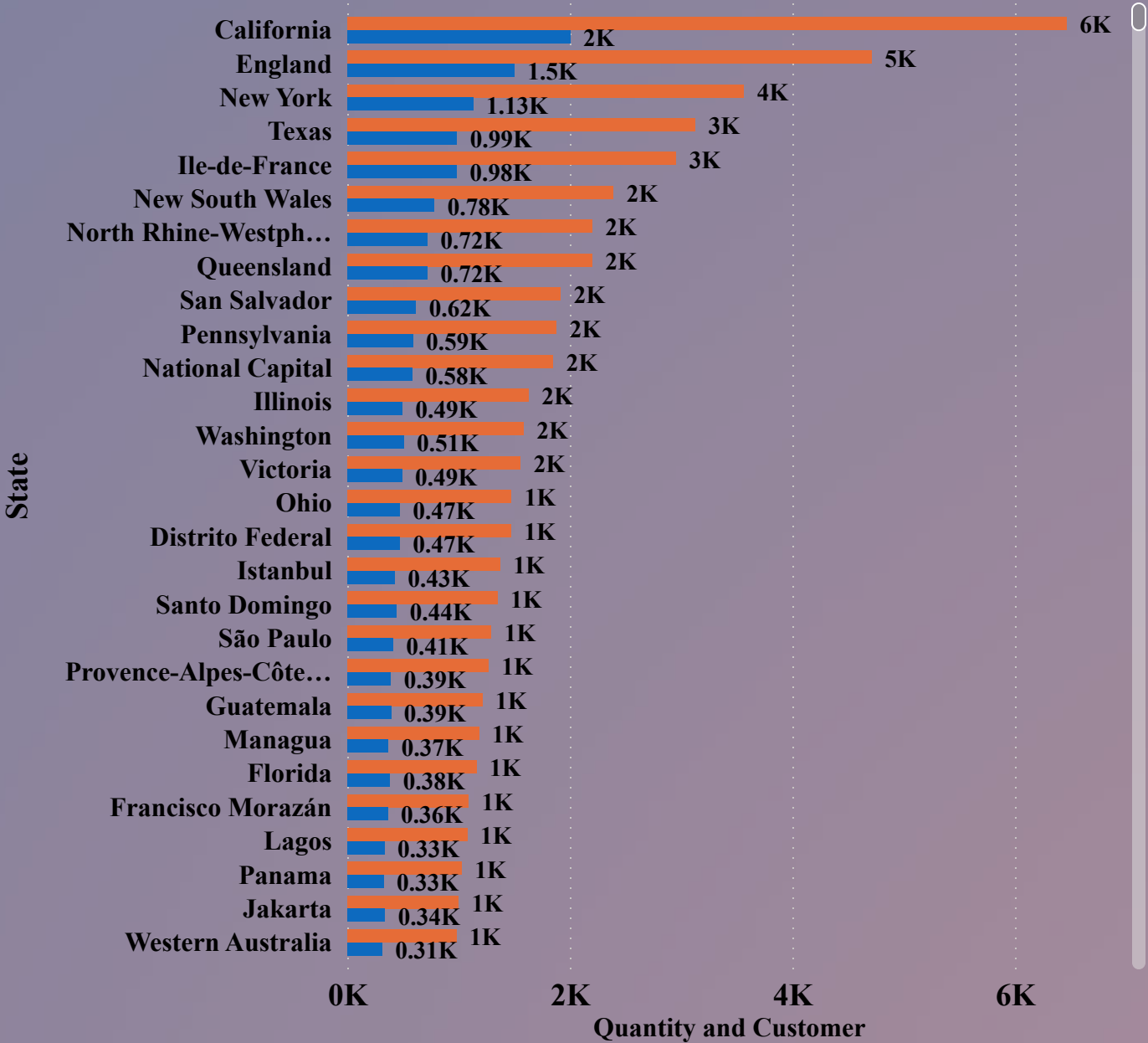


Profit by Quarter

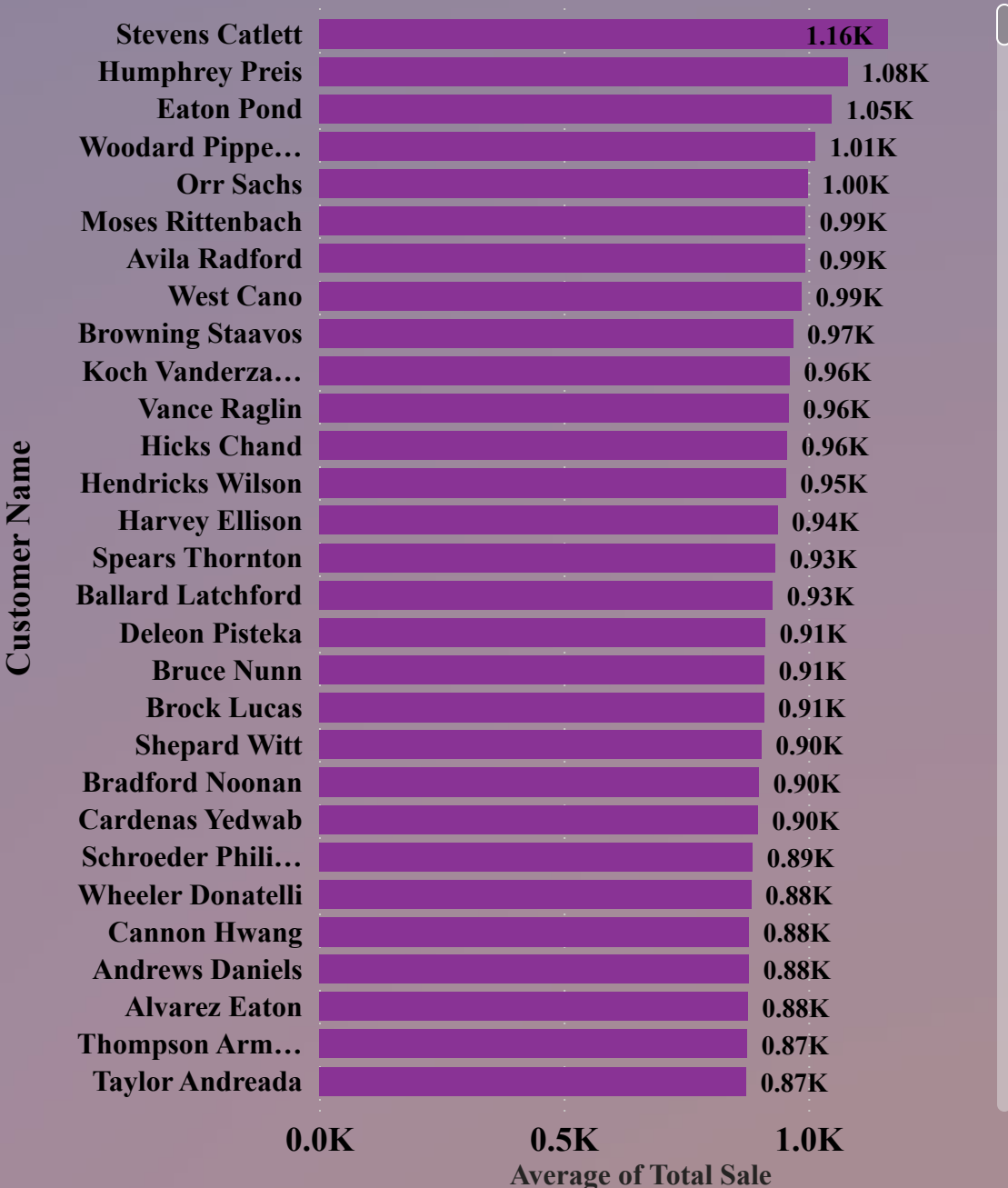


Order by State

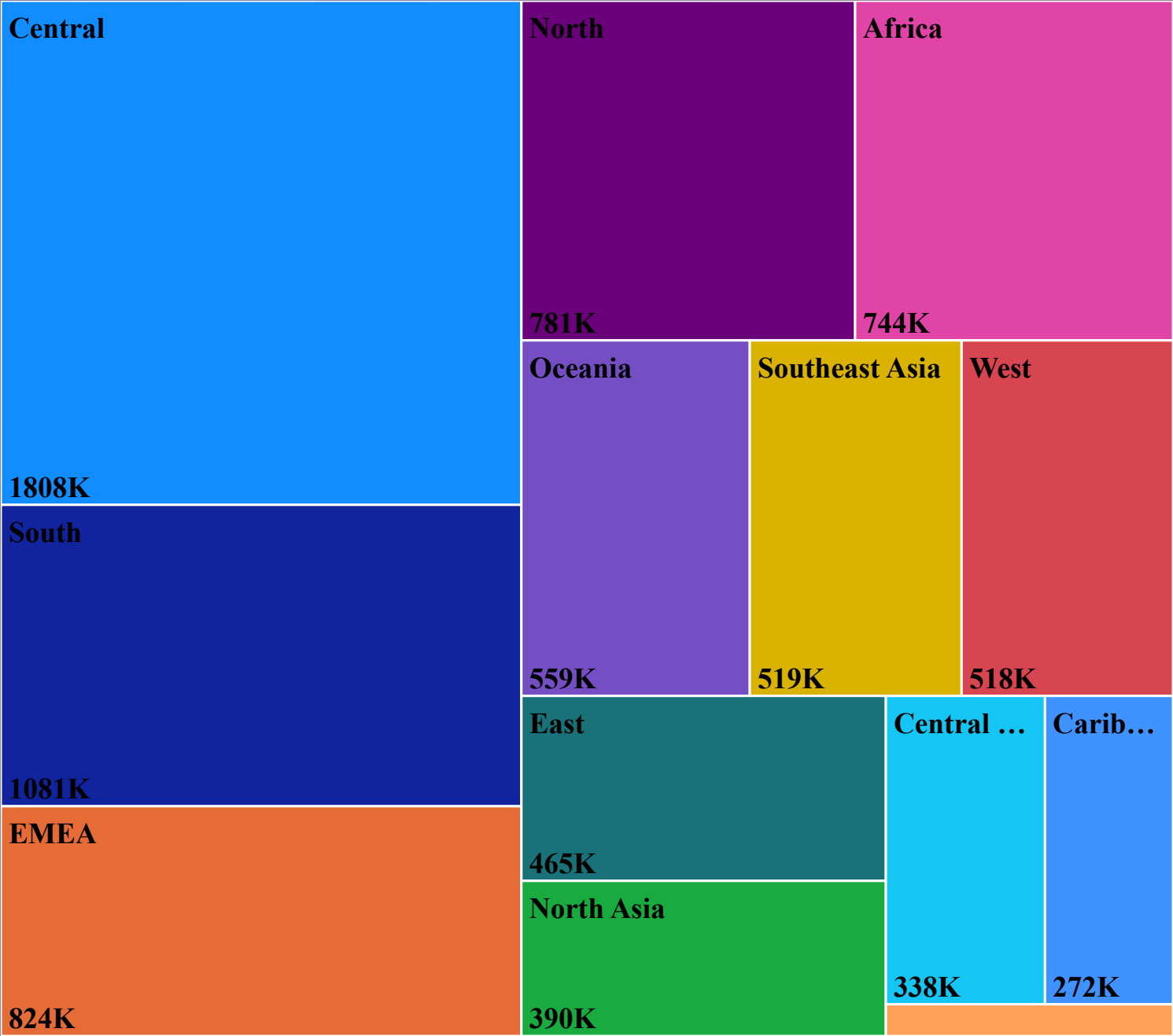
Quantity No. of Customer



Average of Total Sale by Customer Name



Sales by Region



Top 20 Country Sales and Profit

