**ECOMMERCE SALES DASHBOARD**

**📌 Objective:**

To design a dynamic and insightful Power BI dashboard for monitoring and analyzing e-commerce sales performance across multiple dimensions including time, category, region, and shipping methods.

**📊 Key Metrics Tracked:**

* **YTD Sales ($5.98M)**: Shows the total sales Year-to-Date with a slight decrease of 0.55% compared to the previous year.
* **YTD Profit ($712.64K)**: Indicates profitability, with an impressive growth of 8.04%.
* **YTD Quantity (55.4K units)**: Total units sold, down by 6.57% YoY.
* **YTD Profit Margin (11.92%)**: Measures efficiency, showing an 8.63% increase over last year.

**🧩 Dashboard Components:**

**1. Segment-wise Toggle (Consumer | Corporate | Home Office)**

* Enables users to filter data by customer segments to gain focused insights.

**2. Sales by Category**

* Categorized into **Furniture, Office Supplies, and Technology**, with year-over-year comparisons and trends.
  + Office Supplies lead in sales ($3.62M) but show a slight YoY decline (-0.67%).

**3. Top 5 Products by YTD Sales**

* Highlights the best-performing products, with **Staple envelope ($35K)** topping the list.
* Helps in identifying key revenue-driving products.

**4. Bottom 5 Products by YTD Sales**

* Useful for inventory review and identifying underperforming products like **Rediform S.O.S. Pads** and **Pizazz Global Quiz Game**.

**5. Sales by Region (Donut Chart)**

* Sales distribution across **East (28.38%)**, **West (32.07%)**, **Central (23.29%)**, and **South (16.25%)**.

**6. Sales by State (Map Visualization)**

* Interactive map showing state-level sales density and customer distribution, color-coded by region.

**7. Sales by Shipping Type**

* Majority of sales are delivered via **Standard Class (59.98%)**, followed by **Second Class (19.5%)** and **First Class (15.17%)**.

**📈 Tools & Features Used:**

* **Power BI Desktop**
* **DAX Measures** for YoY calculations, profit margins, and trend analysis
* **Interactive Slicers** and Segmentation Filters
* **Drill-through Visuals** (Map and Category-wise insights)
* **Color-coded KPI Indicators** for instant trend recognition

**🚀 Key Takeaways:**

* Developed an end-to-end BI solution for ecommerce analysis.
* Gained hands-on experience with **data modeling**, **visual storytelling**, and **performance optimization** in Power BI.
* Effective in helping decision-makers identify top products, underperforming regions, and shipping efficiency.