

Ecommerce Sales Dashboard Using Power BI

Objective:

The owner of the store is seeking assistance to develop a dashboard for tracking and analyzing their online sales throughout India.

Steps:

Data collection

Data cleaning and wrangling

Data modelling

Data visualization

Dashboard design

Sharing insights

Insights or findings:

1. The highest sales occurred in October.
2. Maharashtra, Madhya Pradesh, and Uttar Pradesh were the top three states in terms of sales.
3. The top customers were Harivansh, Madhav, Madan Mohan, and Shiva.
4. Clothing was the category with the highest sales.
5. The highest profits were generated from the subcategories of printers, bookcases, sarees, accessories, and tables.
6. Cash on delivery was the most used payment method, accounting for 44% of transactions, followed by UPI at 21%.
7. Slicers were used to visualize quarterly data and state-wise sales.
8. Store sold a total of 5615 units.
9. The total profit generated by store was 37K
10. The average order value summed up to 121K

Conclusion:

Based on the insights and findings from the Ecommerce sales dashboard, here are conclusions and recommendations to improve sales:

1. **Focus on Seasonal Trends:** Since maximum sales occurred in October, capitalize on seasonal trends and plan promotions and marketing campaigns accordingly during peak months.
2. **Target High-Performing States:** Concentrate efforts on Maharashtra, Madhya Pradesh, and Uttar Pradesh, the top states in terms of sales, by tailoring marketing strategies and expanding local partnerships.
3. **Customer Engagement:** Nurture relationships with top customers such as Harivansh, Madhav, Madan Mohan, and Shiva through personalized offers, loyalty programs, and exceptional customer service.
4. **Promote Top-Selling Categories:** Given that clothing and specific subcategories like printers, bookcases, sarees, accessories, and tables drive significant sales and profits, prioritize these in marketing efforts and product displays.
5. **Optimize Payment Options:** Since cash on delivery and UPI are popular payment methods, ensure seamless transaction processes and consider introducing additional secure and convenient payment options to cater to diverse customer preferences.
6. **Boost Average Order Value:** Leverage upselling and cross-selling techniques, bundle offers, and incentives like free shipping thresholds to increase the average order value, potentially boosting overall revenue.
7. **Continuous Improvement:** Regularly review sales data, customer feedback, and market trends to adapt strategies dynamically, ensuring ongoing improvement in sales performance and customer satisfaction.

By implementing these strategies based on the dashboard insights, store can enhance its sales performance, strengthen customer relationships, and position itself competitively in the ecommerce market.