

ECOMMERCE SALES REPORT

RAJESH BOYA

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E-commerce Sales Dashboard Project Report

POWER

BUSINESS INTELLIGENCE

INTRODUCTION

Project Overview

This report details the development and implementation of an e-commerce sales dashboard using Power BI. The project aims to provide comprehensive insights into sales performance, customer behavior, and product trends.

Objectives

- To visualize sales data to identify key performance indicators (KPIs).
- To analyze customer demographics and purchasing patterns.
- To monitor product performance and inventory levels.
- To provide actionable insights for strategic decision-making.



Key Performance Indicators (KPIs)

- Total Sales Revenue
 - Number of Orders
 - Average Order Value
 - Customer Acquisition Rate
 - Customer Retention Rate
 - Product Return Rate
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Dashboard Layout

- Sales Overview: Total sales, number of orders, and average order value.
 - Customer Insights: Demographics, acquisition, and retention metrics.
 - Product Performance: Top-selling products, inventory levels, and return rates.
 - Sales Trends: Time-based analysis (daily, weekly, monthly trends).
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Visualizations Used

1. Bar Charts
 2. Line Graphs
 3. Pie Charts
 4. Heatmaps
 5. Geographical Maps
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Key Insights

Sales Performance

- Identification of peak sales periods.
- Correlation between marketing campaigns and sales spikes.
- Seasonal trends affecting sales.

Customer Behavior

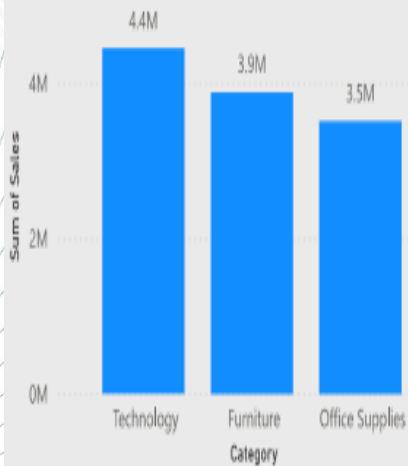
- High-value customer segments and their characteristics.
- Customer acquisition and retention trends.
- Analysis of customer feedback and return rates.

Product Trends

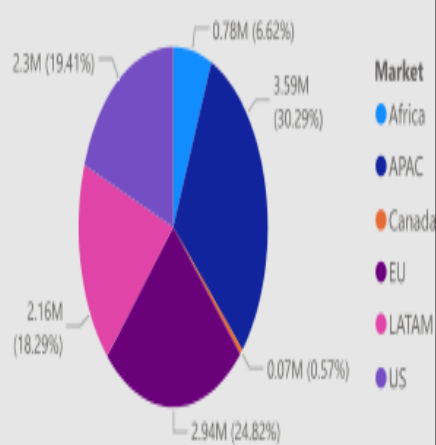
- Best-selling products and categories.
 - Inventory turnover rates.
 - Products with high return rates and potential issues.
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E-COMMERCE SALES REPORT -ORDERS

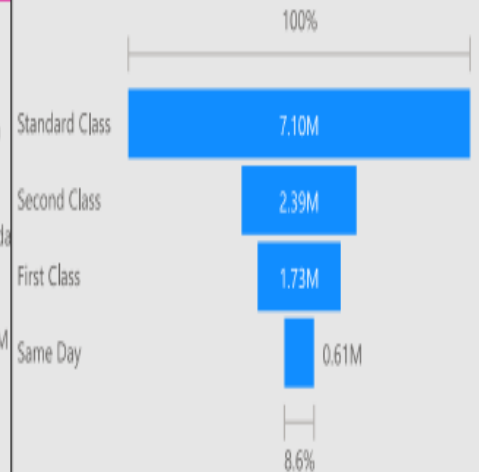
Sales by Category



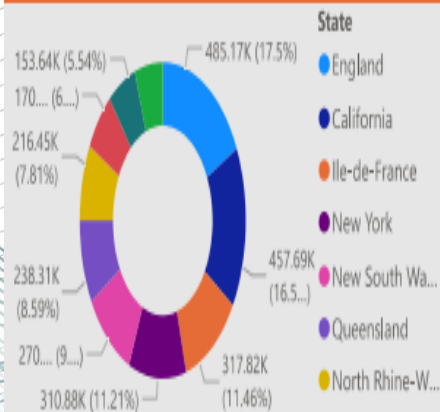
Sales by Market



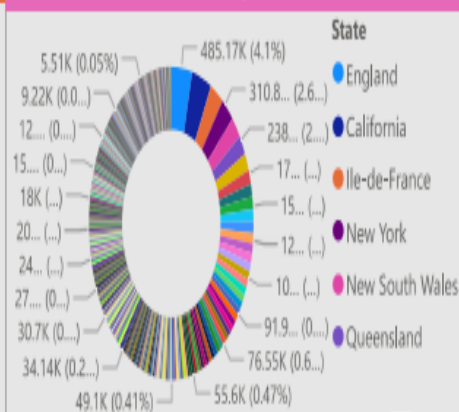
Sales by Ship Mode



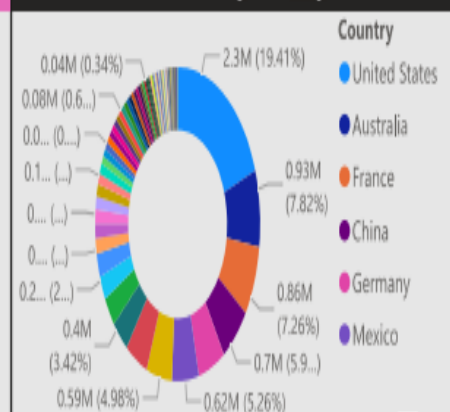
Sum of Sales by State



Sales by State



Sales by Country



1.42M

Sum of Profit

167K

Sum of Quantity

11.84M

Sum of Sales

Category

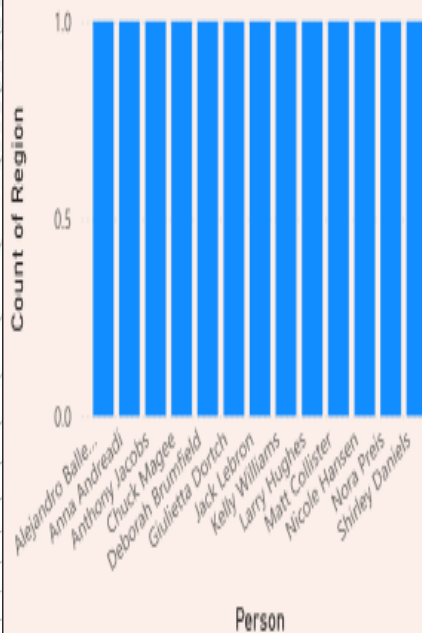
- Furniture
- Office Supplies
- Technology

Market

- Africa
- APAC
- Canada

ECOMM PERSON/REGION REPORT - PEOPLE

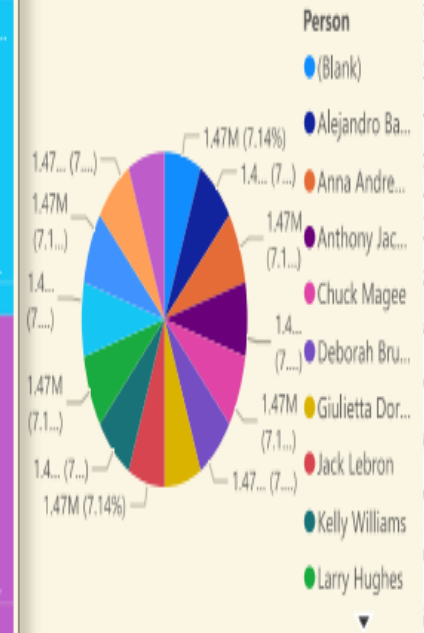
Count of Region by Person



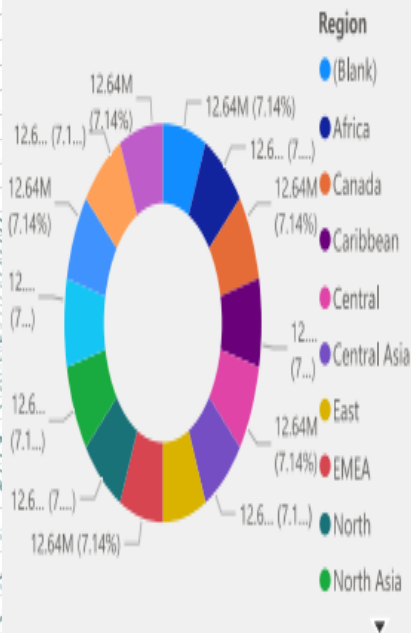
Sum of Profit and Sum of Sales by Person



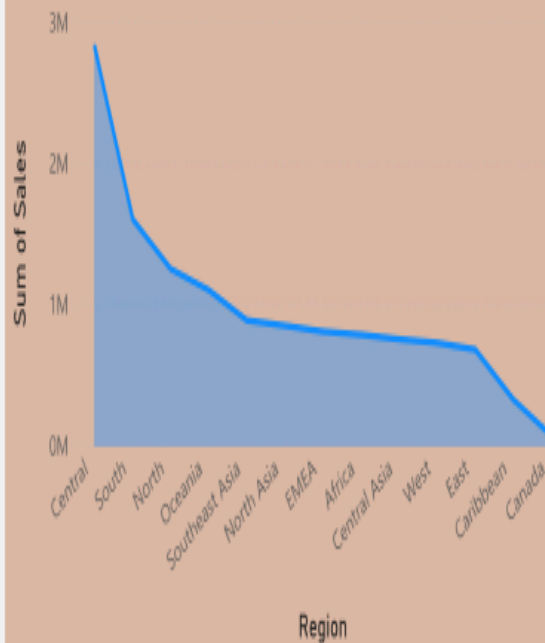
Sum of Profit by Person



Sum of Sales by Region



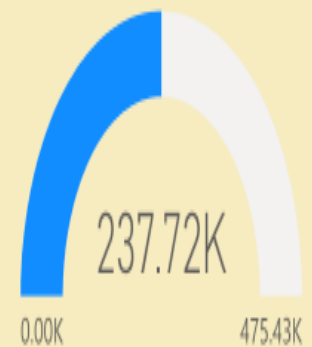
Sum of Sales and Count of ROW ID by Region



14 Count of Person

14 Count of Region

Variance of Sales and First Person



Recommendations

Sales Strategies

- Optimize marketing campaigns based on peak sales periods.
- Implement loyalty programs to improve customer retention.

Customer Engagement

- Target high-value customer segments with personalized offers.
- Improve customer support based on feedback analysis.

Product Management

- Adjust inventory levels based on sales trends and forecasts.
 - Address issues with high-return products to improve customer satisfaction.
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Conclusion

The Power BI sales dashboard provides a powerful tool for e-commerce businesses to monitor and analyze their sales performance, customer behavior, and product trends. The insights gained from this project can drive strategic decisions and enhance overall business performance.

