**Abstract**

This data analytics project explores sales and operational performance within the E-Commerce Furniture Industry using a real-world transactional dataset. The primary objective is to uncover actionable business insights by analysing key performance indicators such as sales volume, profit margins, customer segments, regional trends, and product category performance. Through data preprocessing and exploratory data analysis (EDA), patterns and anomalies were identified that affect revenue and operational efficiency. Advanced analytics techniques were employed to assess time series trends, detect seasonality in sales, and measure the return rate of products. The findings are presented via interactive Power BI dashboards to facilitate data-driven decision-making for stakeholders. This analysis offers strategic recommendations aimed at improving customer targeting, inventory planning, and profitability, positioning the business for sustainable growth in a competitive market.