

E-Commerce Sales Analysis Dashboard - Power BI Project

Project Summary:

This Power BI dashboard provides a comprehensive analysis of an Indian e-commerce company's sales performance. The report covers overall revenue, product trends, top-performing locations, and monthly sales distribution, helping stakeholders make data-driven decisions.

Key Insights:

Total Revenue: The business generated \$2 million in total revenue from the sale of 5,615 units.

Top 5 Selling Cities:

- Indore: \$460,000
- Mumbai: \$290,000
- Pune: \$170,000
- Allahabad: \$120,000
- Chandigarh: \$120,000

Best-Selling Products: Printers, Bookcases, Sarees, Chairs, Electronic Appliances, and Phones.

Monthly Sales Trend:

Jan: \$340K Feb: \$180K Mar: \$320K Apr: \$150K
May: \$140K Jun: \$110K Jul: \$50K Aug: \$150K
Sep: \$130K Oct: \$180K Nov: \$230K Dec: \$160K

Business Recommendations:

- Scale up logistics and stock in top-performing cities like Indore and Mumbai to maximize ROI.
- Focus seasonal campaigns around January and March, which show higher purchase activity.
- Introduce targeted promotions for underperforming months like July and June to stabilize revenue flow.

Tools & Skills Used:

Tools: Power BI, Excel

Skills: Data Cleaning, DAX, Relationship Modeling, Dashboard Design, Business Analysis