

E – Commerce Sales Dashboard Report

Created by : Rita Nayak

Tools used : Power Bi , Excel

Business Problem :-

The business wants to analyze overall sales and profit performance across different customer segments, product categories and regions. Despite strong sales, profitability appears inconsistent and some product lines might be underperforming.

Objective :- Identify the most profitable areas, uncover loss-making segment and provide actionable recommendations to improve profit margins.

Dataset Description :-

Source: E-Commerce sales data (Excel file)

Rows: ~10,000+

Fields Include:

- Order details (Order ID, Dates, Quantity)
- Customer details (Name, Segment, Region, State)
- Product details (Category, Sub-Category, Product Name)
- Financials (Sales, Discount) & Profit (Calculate in Excel)

Tool Used :-

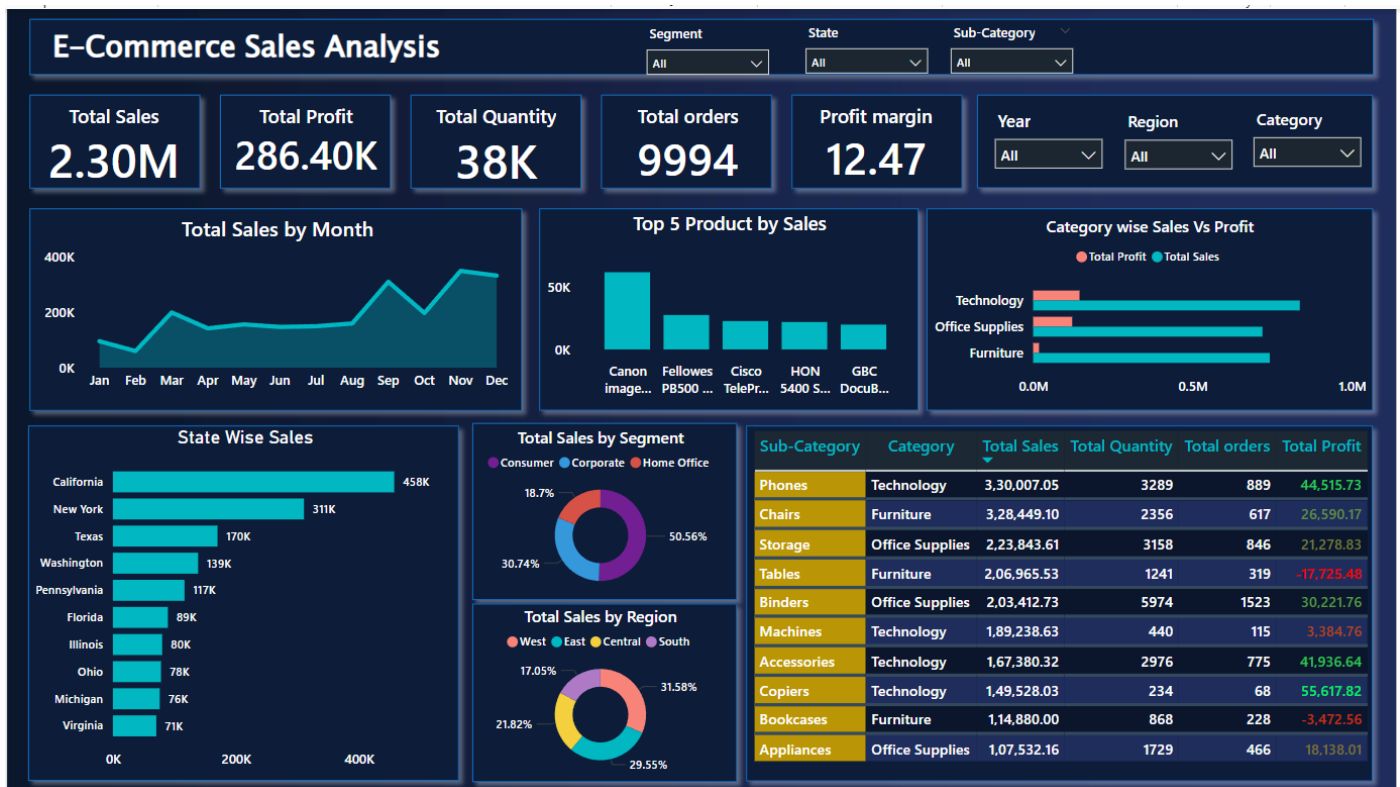
Excel – Data Cleaning , Exploration

Power BI – Dashboard Creation, DAX Measures

Key Performance Indicators(KPIs) :-

- Total Sales : 2.30M
- Total Profit : 286.40K
- Total Quantity : 38K
- Total Orders : 9994
- Profit Margin : 12.47%

Dashboard Overview :-



• KPI Cards

Displayed at the top with a gradient background to highlight total performance numbers clearly.

• Trend Analysis – Line chart

Chart : Total Sales by month

Insights : October and November Show peak sales , indicating festive or seasonal demand

• Category Performance – Bar Chart

Chart : Category-Wise sales vs profit

Insight : Technology drives the most sales and profit . Furniture has decent sales but comparatively lower profit.

• Sub-categories – Stacked bar

Chart : Top 5 sub-categories by sales

Insights : Phones and Chairs are top-performing sub-categories. Some Furniture sub-categories show losses.

• Geographical Performance – Bar chart

Chart 1 : Bar chart – Total sales by state

Insights : California , New York and Texas are the top-performing states in terms of sales.

A few states like South Dakota , Wyoming show minimal contribution and can be

Deprioritized.

Sales distribution is highly skewed – top 5 states contribute 50% of total sales.

Chart 2 : Donut Chart – Sales by Region

Insights : The east and west regions lead in total sales.

The south region underperforms and needs strategic focus.

Chart : Donut Chart – Sales by segment

Insights : Consumer segment dominates with over 50% of sales.

Corporates and home office segments are equal contributors.

Detailed Table View – Table Chart

Contains : Sub-category , category , Total Sales , Quantity , profit

Insights : Helps Quickly identify low-performing items for business decisions.

Filters and Slicers Used :

- Segment
- State
- Sub-category
- Year
- Region
- Category

This allow dynamic filtering of visuals to get focused insights.

Key Insights :-

- Furniture has high sales but low or negative profits — likely due to high discounts or costs.
- Technology is the most profitable category, especially in sub-categories like Phones and Accessories.
- California and New York are the top-performing states by sales.
- Consumer segment contributes to over 50% of sales, but Corporate segment yields higher profit margins.
- High discounts often lead to negative profits in certain product lines.

Recommendations :-

- Focus marketing efforts on top states like California and New York.
- Reassess furniture sub-categories with consistent losses.
- Increase inventory for high – demand sub-categories like Phones.

- **Monitor seasonal trends to plan promotions in Q4.**
- **Reduce discounts on products with already low profit margins.**

Conclusion :-

This Dashboard provides an interactive and insightful view of the company's sales and profit performance . As a fresher Data Analyst , I have implemented best practices in visualization , layout and storytelling to create a meaningful business report using Power BI.