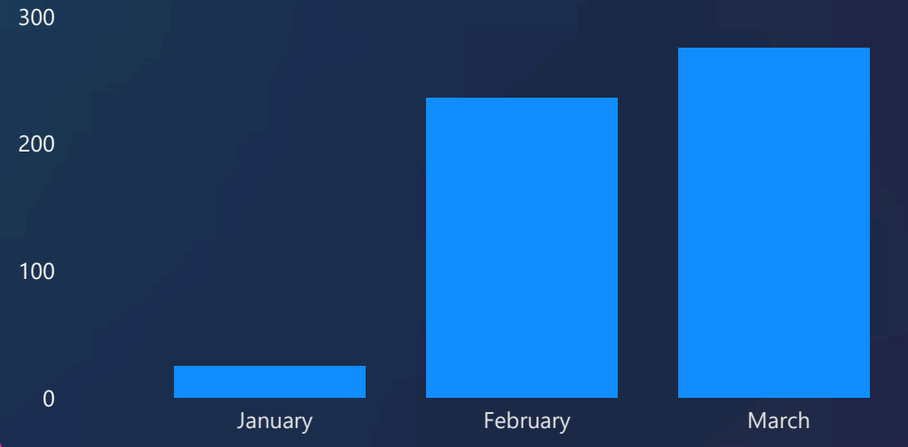
ECOMMERCE SALES DASHBOARD

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

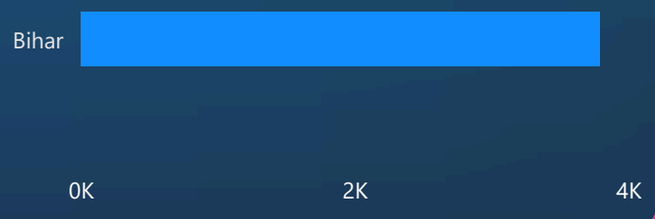
Bihar

1359	536	87	3789
Sum of AOV	Sum of Profit	Sum of Quantity	Sum of Amount

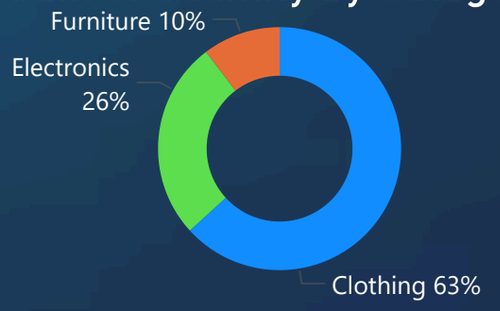
Profit by Month



Sum of Amount by State

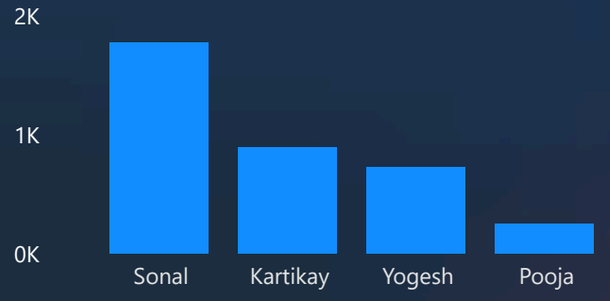


Sum of Quantity by Category

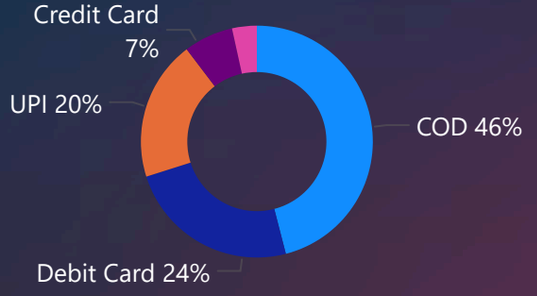


Sum of Profit by Sub-Category

Sum of Amount by CustomerName



Sum of Quantity by PaymentMode



ECOMMERCE SALES ANALYSIS

This project involves creating an interactive sales dashboard in Power BI to analyze and visualize e-commerce data. The dashboard presents key performance indicators such as **Total Sales Amount** , **Profit** , **Quantity Sold** and **(AOV) Average Order Value.** Users can dynamically filter the data by **State** and **Quarter (Qtr1 to Qtr4)** to focus on specific regions and time periods.

The dashboard includes:

- **Sales by State:** Visualizes the total amount generated from each state.
- **Quantity by Category:** Uses a donut chart to show the distribution of product categories like Electronics, Clothing, and Furniture.
- **Profit by Month:** Highlights monthly profit trends to identify peak and low-performance periods.
- **Profit by Sub-Category:** Displays which product types contribute most to profit (e.g., Printers).
- **Customer-wise Sales:** Identifies top customers based on the amount spent.
- **Payment Mode Analysis:** Breaks down quantity sold by payment methods such as COD, UPI, Debit Card, and EMI.
- **Sum of Amount by Customer Name:** Highlights top customers based on their total spending.

This dashboard helps stakeholders monitor business performance, understand customer behavior, and make data-driven decisions to improve sales strategy and inventory planning.