

# ***XYZ E-COMMERCE COMPANY***

The project aims to develop a comprehensive sales report for **XYZ E-commerce Company** using a Power BI dashboard. The Power BI dashboard will provide insightful visualizations and analysis of the company's sales data, enabling better decision-making and improved sales performance.

## **Key Components:**

- 1. Data Integration:** Extracting sales data from various sources, such as databases and spreadsheets, and integrating it into Power BI for analysis.
- 2. Dashboard Design:** Creating a visually appealing and user-friendly dashboard that presents the sales data in an intuitive manner. This includes designing interactive charts, graphs, and tables.
- 3. Key Metrics:** Identifying and highlighting key sales metrics, such as Total Sales & Platform wise sales and Brand Segmentation, to sales performance and identify trends
- 4. Drill-down Capabilities:** Enabling drill-down capabilities to allow users to explore sales data at different levels of granularity, such as by countries, product category, or time period.
- 5. Real-time Updates:** Implementing automated data refresh mechanisms to ensure the dashboard reflects the most up-to-date sales data, providing real-time insights.

## Benefits:

- 1. Improved Decision-making:** The Power BI dashboard provides real-time, visual insights into **XYZ E-commerce's company** sales performance, enabling stakeholders to make data-driven decisions quickly and effectively.
- 2. Sales Performance Monitoring:** The dashboard helps track sales metrics, identify top-performing Brands or Countries, and uncover areas of improvement, allowing for targeted sales strategies.
- 3. Enhanced Data Visibility:** The interactive nature of the dashboard allows users to drill down into specific sales data points, facilitating a deeper understanding of the factors influencing sales performance.
- 4. Increased Efficiency:** Ensuring **XYZ E-commerce Company** platform and infrastructure can handle increased traffic and sales can improve the overall user experience and prevent downtime, mitigating potential revenue loss. Technology such as analytics and business intelligence (BI) tools, inventory management software and employee management systems are critical to improving efficiencies.

The XYZ E-commerce Company Sales Report project using Power BI empowers the company with actionable insights, helping them optimize their sales strategies, and drive business growth.

# XYZ E-Commerce Company Sales Report FY-22-23

Select all

2022

2023

274M

Amazon Sales

19M

Big Basket Sales

49M

Flipkart Sales

1bn

Sum of Amount

523M

Myntra Sales

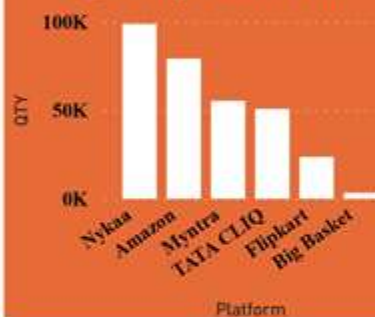
242M

Nykaa Sales

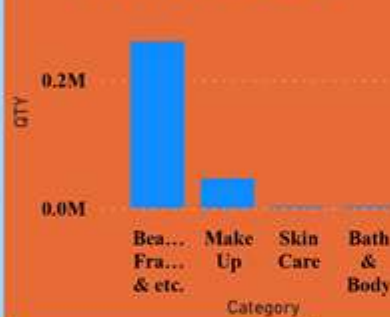
191M

Tata Cliq Sales

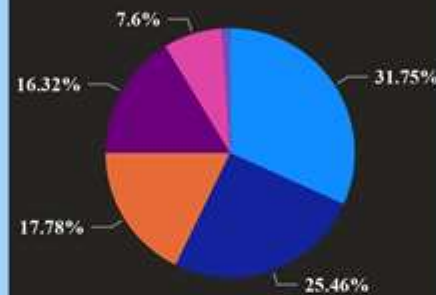
QTY by Platform



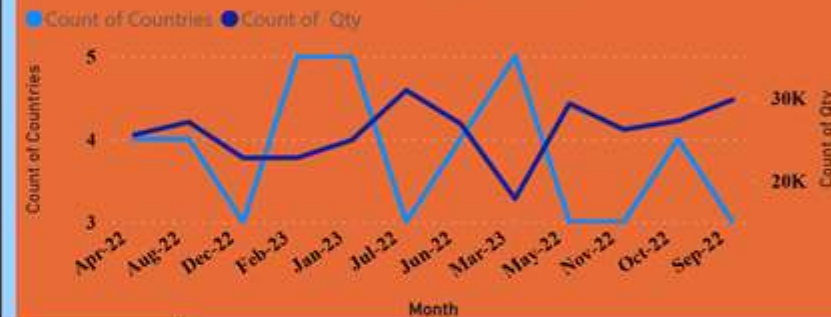
QTY by Category



Discount %

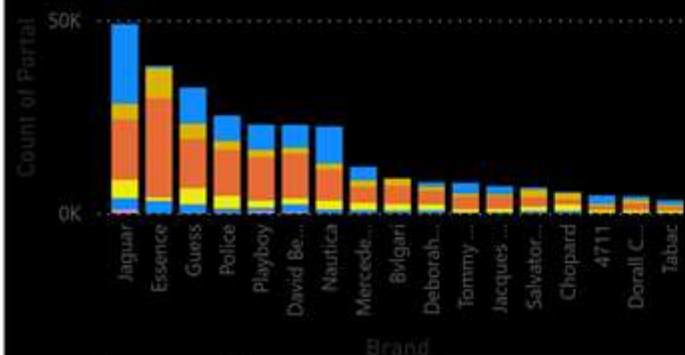


Countries & City of Month



Qty by Brand with countries

Countries: Australia, Canada, Dubai, India, UK, US



Categories



Qty by Countries

