

Ecommerce Sales Dashboard Report

Power BI Project | Madhav

1. Data Loading Process

- - Source: CSV/Excel files from internal ecommerce platform
- - Tools Used: Power BI Desktop
- - Data imported using Power Query Editor
- - Loaded tables: Orders, Details

2. Data Cleaning Steps

- - Removed null or blank rows
- - Removed duplicates based on Order ID
- - Converted data types (Date to datetime, Amount to number)
- - Standardized text (e.g., category names)
- - Renamed ambiguous column headers

3. Data Model Overview

- - Fact Table: Orders (Order ID, Amount, Quantity, Profit)
- - Dimension Tables: Customers, Products, Payment Modes, Cities
- - Relationships established using keys (e.g., CustomerID)
- - Ensured 1:M relationships with referential integrity

4. Dashboard Components

- - KPIs: Total Sales (438K), Profit (37K), Quantity (6K), AOV
- - Charts: Profit by Month, Sub-category, City
- - Donuts: Quantity by Payment Mode
- - Bar Charts: Top Customers by Sales
- - Filters: Quarterly Selection (Q1 to Q4)

5. Conclusion & Insights

- - High profit observed in October–December
- - Sarees contributed 57% of total quantity
- - COD is most used payment mode (44%)
- - Key customers: Harivansh, Madhav
- - Cities like Indore and Pune perform well in profit