**E-Commerce Sales Dashboard Analysis using Microsoft Power BI**

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**Project Overview:**

This report presents the outcomes of a comprehensive data analysis conducted using Power BI. The primary goal of this project was to transform raw e-commerce sales data into actionable insights that support informed decision-making and enhance business performance. The analysis focused on various metrics, visualizations, and trends to provide a clear understanding of sales dynamics and customer preferences.

**Key Insights**

* **Total Sales**: $12.64 million
* **Total Profit**: $1.47 million
* **Total Quantity Sold**: 178,000 units
* **Total Shipping Cost**: $1.35 million

**Visualizations and Findings:**

A screenshot of a computer

Description automatically generated

1. **Sales Trends Over Time:**

The sales data indicates a consistent growth trajectory over the analyzed period. Significant increases in sales were observed towards the end of the year, highlighting effective strategies and heightened market demand. This upward trend underscores successful business initiatives and seasonal market dynamics.

1. **Top 5 Sales Regions**
   1. **United States**: $2.30 million
   2. **Australia**: $925,235.90
   3. **France**: $858,931.10
   4. **China**: $700,562
   5. **Germany**: $628,840

The United States emerged as the leading sales region, emphasizing its strategic importance in our sales initiatives. This insight aids in prioritizing resources and tailoring strategies to maximize market potential.

1. **Category-wise Sales Breakdown**
   1. **Technology Products**: $4.7 million
   2. **Furniture**: $4.1 million
   3. **Office Supplies**: $3.8 million

Technology products led in sales, followed by furniture and office supplies. This breakdown guides inventory management and targeted marketing efforts to align with customer preferences and trends.

1. **Regional Sales Distribution**
   1. **APAC Region**: $3,585,744 (28.36% of total sales)
   2. **EU**: $2,938,089
   3. **US**: $2,297,201
   4. **LATAM**: $2,164,605
   5. **EMEA**: $806,161.30
   6. **Africa**: $783,773.20
   7. **Canada**: $66,928.17

The APAC region was the top contributor to total sales, providing insights into market performance and guiding regional expansion strategies.

1. **Preferred Shipping Modes**
   1. **Standard Class**: $7.58 million in sales

Standard Class was the most popular shipping option, indicating a preference for cost-effective shipping solutions among customers. This information is valuable for optimizing shipping strategies and cost management.

1. **Top 5 Best-Selling Products**
   1. **Apple Smart Phone, Full Size**: $86,935.78
   2. **Cisco Smart Phone, Full Size**: $76,441.53
   3. **Motorola Smart Phone, Full Size**: $73,156.30
   4. **Nokia Smart Phone, Full Size**: $71,904.56
   5. **Canon imageCLASS 2200 Advanced Copier**: $61,599.82

Smartphones, particularly Apple, dominated the sales chart, with Canon's copier also performing well among non-smartphone products. This insight helps in focusing on high-performing products and refining marketing strategies.

1. **Top 5 Profitable Countries**
   1. **United States**: $286,397
   2. **China**: $150,683.10
   3. **India**: $129,071.80
   4. **United Kingdom**: $111,900.10
   5. **France**: $109,029

The United States was the top contributor to profit, followed by China, India, the United Kingdom, and France. This profitability analysis informs strategic planning and market focus.

**Conclusion**  
The comprehensive analysis of the e-commerce sales data has revealed several key insights that are crucial for driving business strategy. The consistent growth in sales, especially towards the end of the year, highlights successful business initiatives and seasonal demand. The breakdown of sales by category and region provides a clear picture of market dynamics, guiding inventory management and targeted marketing efforts. Insights into preferred shipping modes and top-selling products are invaluable for optimizing operational strategies and enhancing customer satisfaction. The analysis also identifies profitable countries, aiding in strategic planning and resource allocation. Overall, these findings offer actionable recommendations to improve business performance and align strategies with market trends.