# E-Commerce Sales Analysis Using Microsoft Power Bi

Objective

Owner of the Madhav Store wants us to help them create a dashboard to track and analyze their online sales across India

Two csv/Text Files ( **Orders & Details** ) are used to transform and analyze the data

Process Involved

Report View

* Added a custom column ‘Test’ defined by [Amount]\*[Quantity]
* Performed GROUP BY command by grouping by ‘Category’ and implementing ‘SUM’ operations on ‘Amount’
* Performed GROUP BY command and utilized Advanced grouping to group ‘Category’ & ‘Sub-Category’ meanwhile creating two columns and performing two different aggregations on them (SUM & AVERAGE)

Table View

* Added & deleted a column named ‘TotOrderAmt’ defined by [Amount]\*[Quantity]

Model View

* Set a Many-to-one relationship between the two tables (**Orders & Details**) Using the common column ‘Order\_id’ from them.

CREATING A DASHBOARD (In Report View)

* Created a heading Using the Text Box named ‘MADHAV E-COMMERCE SALES DASHBOARD’
* First, created a stacked column chart with x-axis as ‘Month’ and y-axis as ‘Sum of Profit’ to find overall the profit of sales in each month
* Second, created a stacked bar chart with x-axis as ‘Sum of Profit’ and y-axis as ‘Sub-Category’
* Thirdly, created a donut chart with legend as ‘Category’ and values as ‘Sum of Quantity’
* Created another donut chart representing ‘Payment methods’ with respect to ‘Sum of Quantity’
* Then created a stacked bar chart representing the ‘States’ with respect to the ‘Sum of Amount’
* Finally created a stacked column chart representing the ‘Top Customers’ with respect to their purchase defined by ‘Sum of Amount’
* Added 4 text cards representing the Total ‘Sum of Amount’, ‘Sum of Profit’, ‘Sum of Quantity’ and ‘Sum of Average Order Value’
* Added a column in the Table view named ‘Avgordval’ defined by [Amount]\*[Quantity] before creating the card
* Implemented two slicers based on ‘Quarters’ and ‘State’ in the end for a smoother analysis

Conclusion

* Analyzed e-commerce Sales data and created an interactive dashboard by utilizing Microsoft Power Bi.
* Used Complex parameters to drill down in worksheet and customization using filters and slicers.
* Created connections, join new tables, calculations to manipulate data and enable user-driven parameters for visualizations.
* Used different types of customized visualization( bar chart, column chart, pie chart, donut chart, clustered bar chart, scatter chart, area chart, line chart, maps, slicers, etc)