



E-Commerce Consumer Insights Dashboard Report

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Project: GUVI Internship – Business Insights Dashboard

○ Problem Statement(Given): —

You are hired as a Business Intelligence Analyst in an organisation. Your manager has asked you to create an interactive Power BI dashboard to provide insights into a real-world business scenario. The dashboard should help stakeholders make data-driven decisions by analysing trends, performance, and key metrics.

○ Objective: —

The objective of this dashboard is to analyse consumer buying behaviour across different demographics, purchase categories, payment modes, and regions. The dashboard provides real-time insights to help decision makers identify trends, customer preferences, and areas of improvement for sales growth and customer retention.

○ Key Performance Indicators (KPIs): —

- Total Sales: 275K
- Average Order Value: 6,945
- Total Customers: 1,000
- Return Rate: 954



These KPIs give a quick snapshot of business performance and customer engagement

○ Consumer Insights: —

a) Gender-Based Buying

- Female customers contribute the highest spending (₹128K).
- Male customers are close behind (₹120K).

- Other gender categories show comparatively lower purchase volumes.
- *This indicates that gender-targeted marketing strategies could enhance sales further.*

b) **Social Media Influence**

- Customers influenced by High and Medium social media engagement contribute significantly to purchases.
- Social platforms act as a key driver in consumer decision making.
- *Marketing budgets should prioritize social media channels to boost conversions.*

c) **Regional Analysis**

- Zubaidah and Zubairi regions show the highest spending levels.
- Other regions such as Nayong and Zined lag behind.
- *Indicates potential to expand campaigns or promotions in underperforming regions.*

d) **Top Customers**

- The table highlights top individual customers along with their purchase categories.
- Example: Customer 13-848-5757 from Longotea spent \$498 on Sports & Outdoors.
- *Helps in identifying loyal high-value customers for loyalty programs.*

○ Purchase Behaviour: —

a) **Payment Modes**

- PayPal (22%) and Credit/Debit Cards (around 40% combined) dominate transactions.
- Cash still holds a notable share (21%), indicating reliance on offline transactions in some regions.
- *Businesses can promote digital payments with discounts or cashback to reduce cash handling.*

b) **Category-Wise Sales**

- Electronics leads all categories with the highest purchase amount.

- Other strong categories: Jewelry & Accessories, Sports & Outdoors, Toys & Games.
- *Diversifying product range in high-performing categories can drive further revenue*

○ Filters and Interactivity: —

The dashboard includes slicers for:

- Income Level (High/Middle)
- Shipping Preference
- Month

“These filters allow dynamic exploration of sales trends based on customer income, delivery choices, and seasonal variations.”

○ Conclusions: —

This dashboard successfully provides end-to-end consumer insights across demographics, regions, categories, and payment preferences. It is an effective decision-making tool for management to design customer-centric strategies, optimise sales, and improve retention in the competitive e-commerce sector.