



# E-Commerce Company Sales Dashboard

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**25th June, 2025**



## COMPANY BACKGROUND

The E-Commerce company is facing multiple operational challenges that hinder growth and customer satisfaction.

To address this issues, the company is leveraging data driven insights to optimize operations.



# PROBLEM

The E-Commerce company is struggling with fragmented sales data, making it difficult to identify trends, performance gaps, and growth opportunities in real-time.



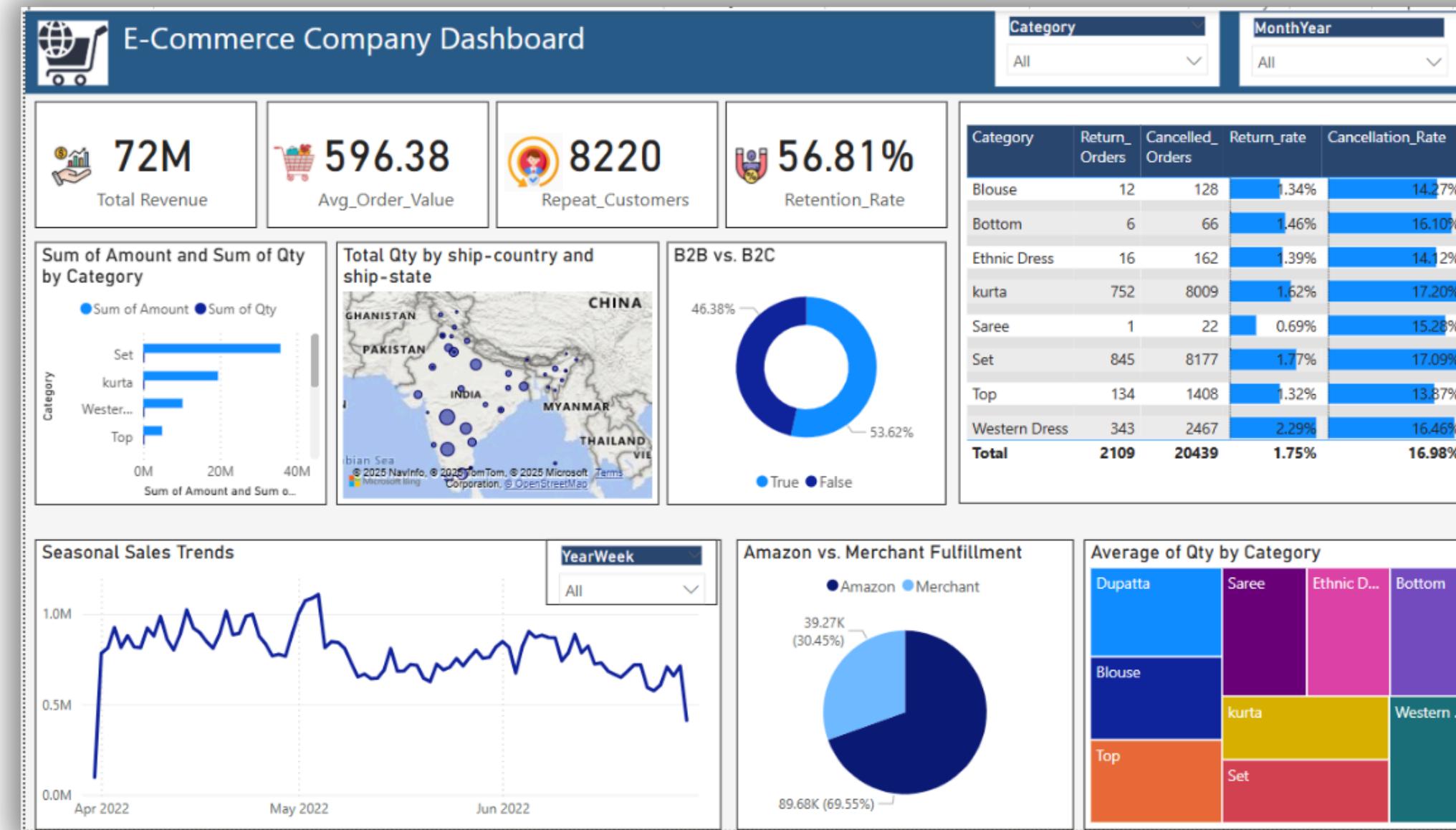
# SOLUTION

This Power BI dashboard centralizes key sales metrics, offering an intuitive and interactive platform for informed decision-making.

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# DASHBOARD OVERVIEW



# KEY PERFORMANCE INDICATORS(KPIs)



72M

Total Revenue

## Total Revenue

This KPI card shows the Total Revenue generated in the year of 2022.



596.38

Average Order Value

## Average Order Value

This is the average spending of a customer.



8220

Repeat Customers

## Repeat Customers

Number of repeat customers reflects customer satisfaction and loyalty.



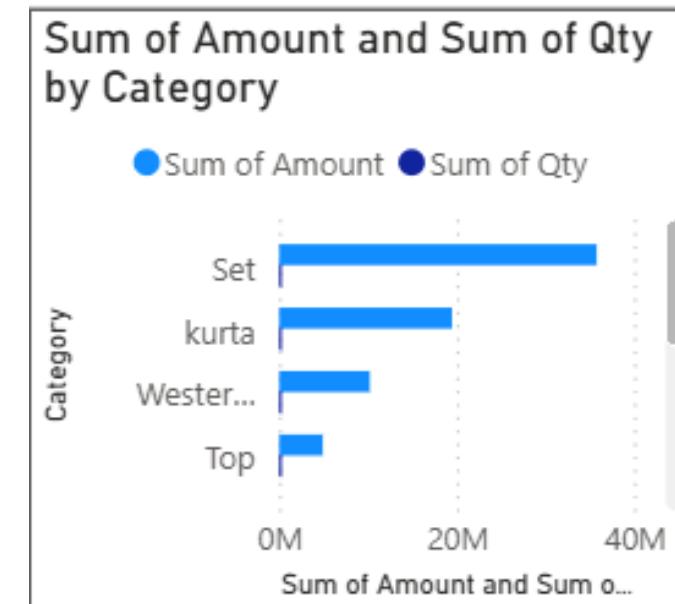
56.81%

Retention Rate

## Retention Rate

A retention rate above 50% is positive but the company still needs improvement.

# CORE CHART ANALYSIS & BUSINESS TRENDS



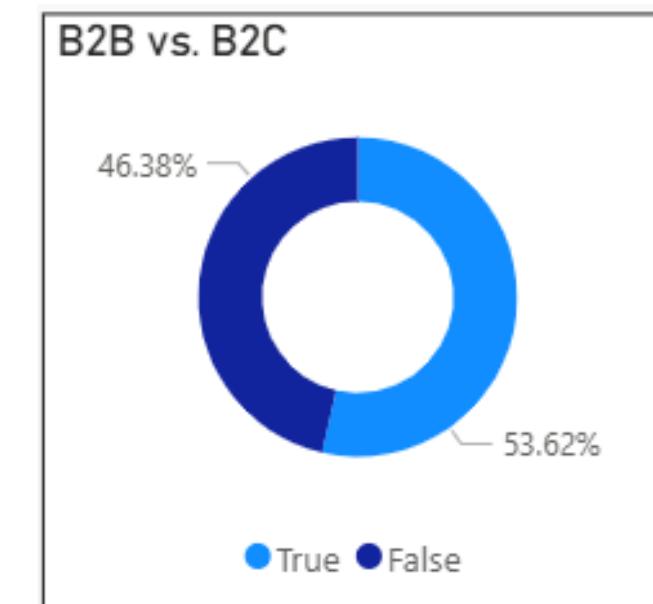
## Sales Distribution by Category

The “Set” category leads in both sales and quantity.



## Geographic Distribution

It highlights high demand areas like Bangalore, Hyderabad.

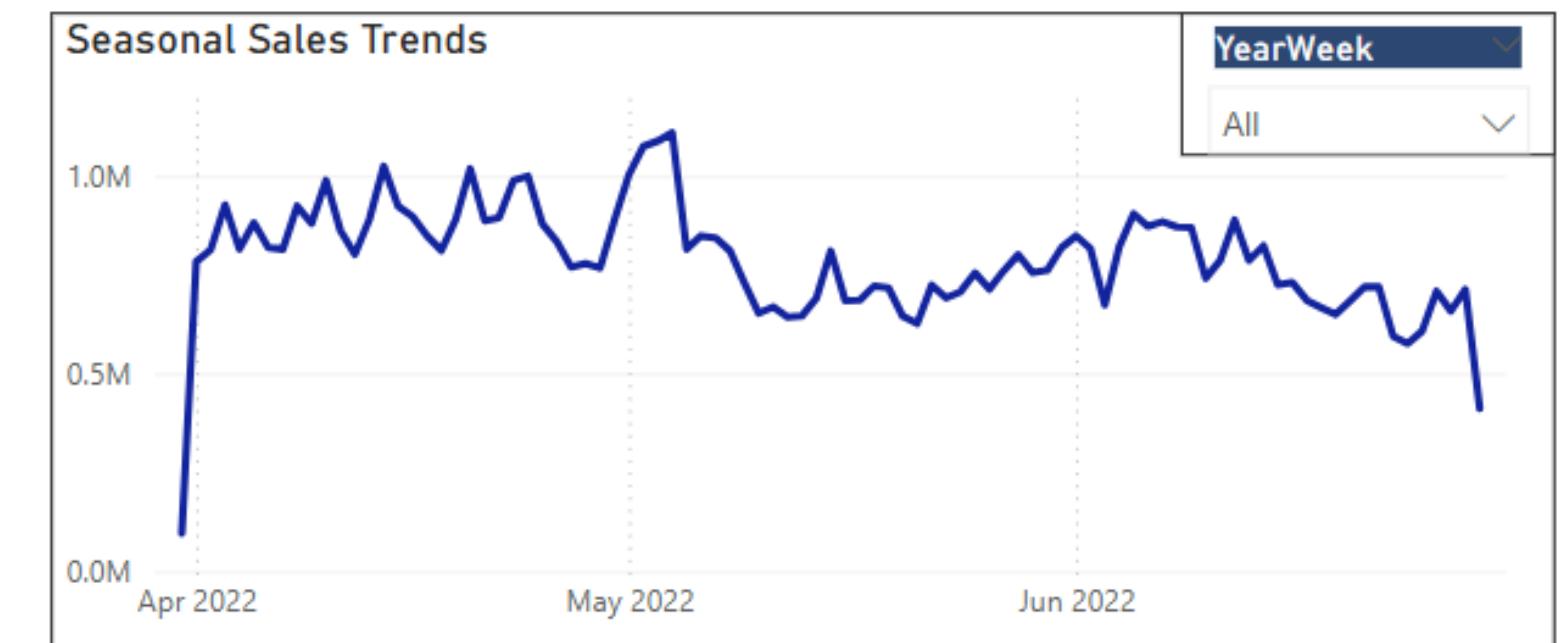


## B2B vs. B2C Sales

46.38% sales are coming from B2B and 53.62% sales are coming from B2C.

# CORE CHART ANALYSIS & BUSINESS TRENDS

Category	Return_Orders	Cancelled_Orders	Return_rate	Cancellation_Rate
Blouse	12	128	1.34%	14.27%
Bottom	6	66	1.46%	16.10%
Ethnic Dress	16	162	1.39%	14.12%
kurta	752	8009	1.62%	17.20%
Saree	1	22	0.69%	15.28%
Set	845	8177	1.77%	17.09%
Top	134	1408	1.32%	13.87%
Western Dress	343	2467	2.29%	16.46%
<b>Total</b>	<b>2109</b>	<b>20439</b>	<b>1.75%</b>	<b>16.98%</b>



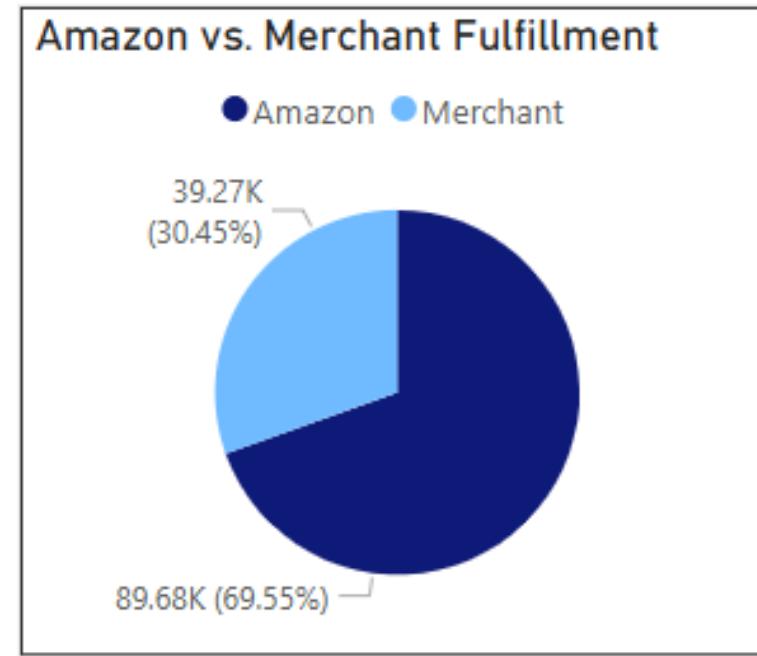
## Return and Cancellation Analysis

Western Dress has the highest return rate and Set has the highest cancellation.

## Seasonal Sales Trends

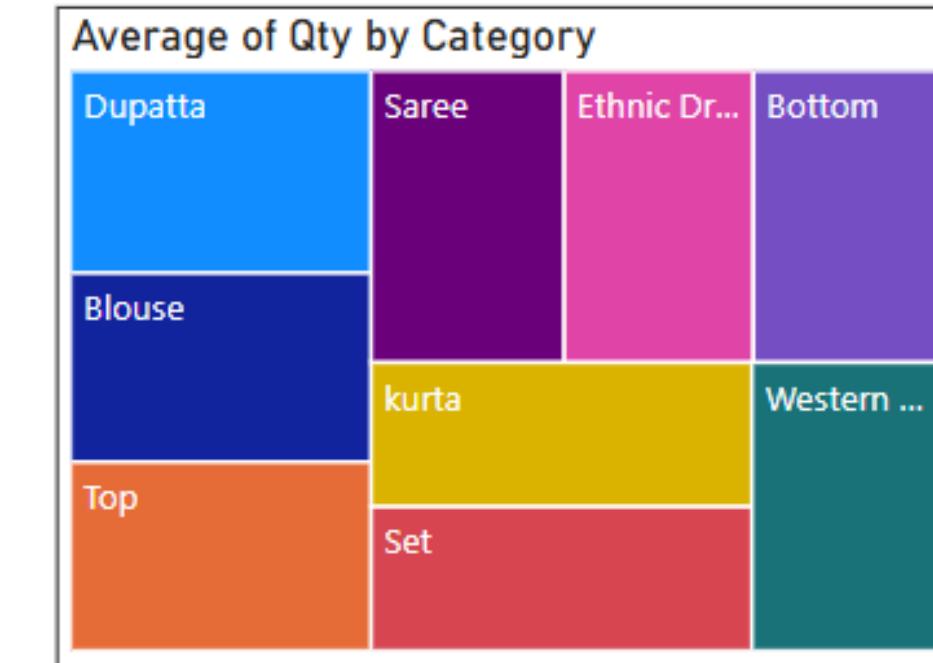
Fluctuations can be seen in the overall trend.

# CORE CHART ANALYSIS & BUSINESS TRENDS



## Amazon vs. Merchant Fulfillment

Amazon fulfilled 69.55% of the orders which may suggest better logistics.



## Average Quantity By Category

Set, Top, Western Dresses and Kurta have bigger blocks which indicates higher average quantity sold.



# DAX FORMULAS

```
amount_sum = SUM('sales_dataset'[Amount])
```

```
Avg_Order_Value = [amount_sum]/DISTINCTCOUNT('sales_dataset'[Order ID])
```

```
Repeat_Customers = CALCULATE(DISTINCTCOUNT('sales_dataset'[CustomerID]), FILTER(ADDCOLUMNS(VALUES('sales_dataset'[CustomerID]), "OrderCount", CALCULATE(COUNT('sales_dataset'[Order ID]))), [OrderCount]>1))
```

```
Retention_Rate = ([Repeat_Customers])/DISTINCTCOUNT('sales_dataset'[CustomerID])
```

# DAX FORMULAS

```
Return_Orders = CALCULATE(COUNT('sales_dataset'[Order ID]),FILTER('sales_dataset','sales_dataset'[Status] IN {"Shipped - Returned to Seller",  
"Shipped - Returning to Seller", "Shipped - Rejected by Buyer"}))
```

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```
Return_rate = [Return_Orders]/DISTINCTCOUNT('sales_dataset'[Order ID])
```

```
Cancelled_Orders = CALCULATE(COUNT('sales_dataset'[Order ID]),FILTER('sales_dataset','sales_dataset'[Status] IN {"Cancelled", "Shipped - Returned to  
Seller", "Shipped - Returning to Seller"}))
```

```
Cancellation_Rate = [Cancelled_Orders]/DISTINCTCOUNT('sales_dataset'[Order ID])
```

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# DAX FORMULAS

```
CustomerID = 'sales_dataset'[ship-city] & "_" &'sales_dataset'[ship-state]&"_"&'sales_dataset'[ship-country]&"_"&'sales_dataset'[ship-postal-code]
```

```
MonthYear = FORMAT('sales_dataset'[Date],"MMM YYYY")
```



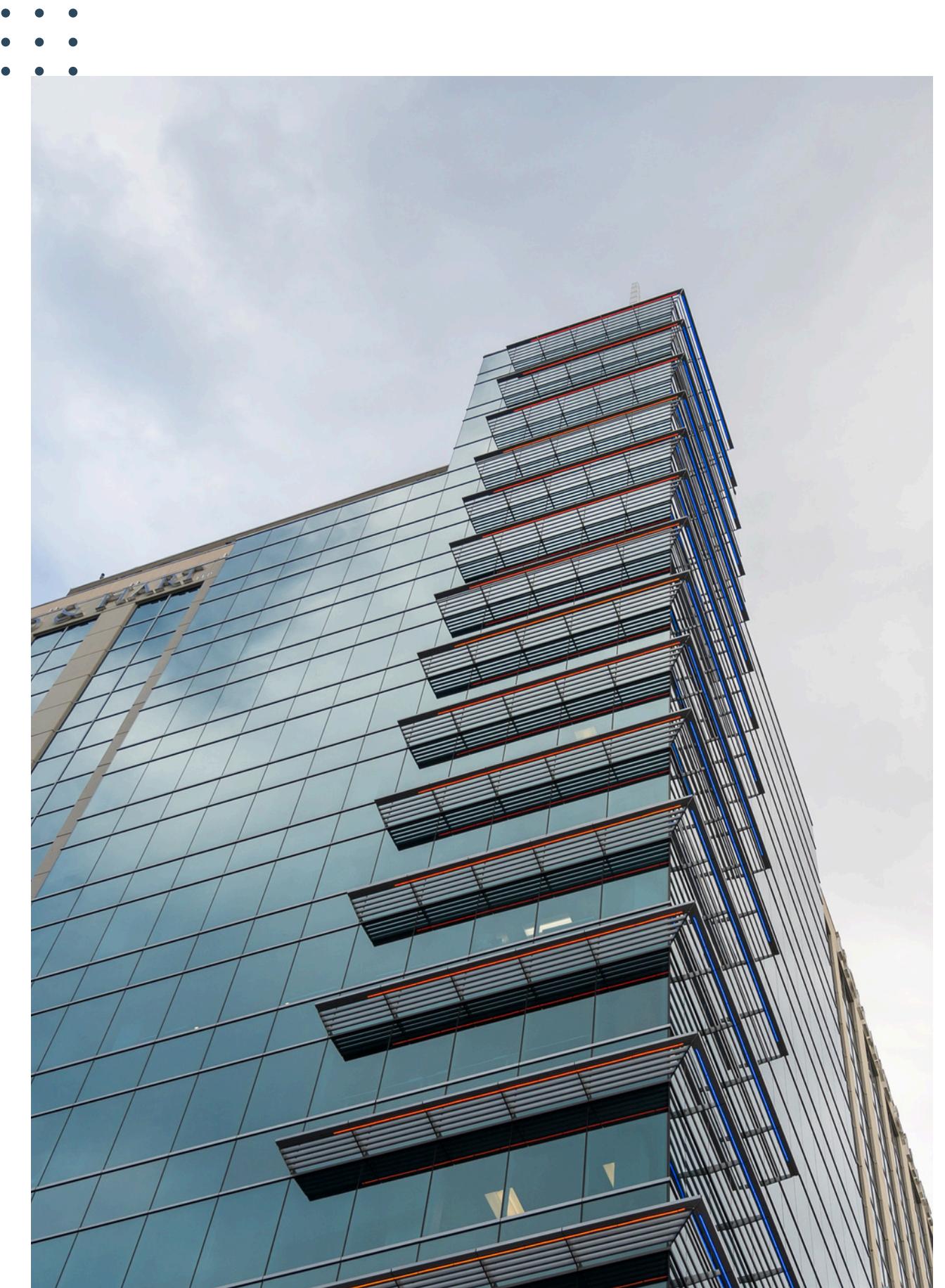
# CONCLUSION

This dashboard driven analysis offers comprehensive view of the e commerce business across different areas like revenue generation, customer behavior, customer satisfaction, seasonal trends and category insights. This insights will enable the smarter decisions, cost optimization and strategic growth to the business.



# RECOMMENDATIONS

1. Automate tracking every fulfillment details in real time. This helps in better analysis.
2. Track the shipping time (if the order is delayed or not. If so, then how much time it took).
3. Track fulfillment partner performance monthly.
4. Special offers can be given for the repeated customers or those with >10% return rates.
5. Stock the in-demand products to avoid overstocking or stockouts.  
Check which category has the higher revenues and less return/cancellation rates.
6. Seasonal sales trends tracking is important.
7. Investigate the problematic categories, is that which categories/products has high return/cancellation rates, lower revenue.
8. Customer feedbacks must be taken for improvements.





# Thank You for your attention

For queries, contact over LinkedIn or GitHub-  
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<https://github.com/Sreemoyee-git>

