■ Madhav Ecommerce Sales Dashboard – Insights

This document presents the key insights from the Madhav Ecommerce Sales Dashboard built in Power BI. The dashboard analyzes sales amount, profit, quantity, and customer behavior across different states, categories, and time periods.

■ Key Insights

1	**Maharashtra is the top-performing state in terms of sales amount.**
2	Clothing category contributes the largest share of quantity sold (63%).
3	Cash on Delivery (COD) is the most preferred payment method, accounting for 44% of orders.
4	November recorded the highest profit among all months.
5	Printers sub-category generated the highest profit among all sub-categories.
6	Profit shows fluctuations across months, with losses observed in May, July, September, and December.
7	High-value customers include Harivansh, Madhav, and Madan Mohan.
8	UPI and Electronic payments are gaining traction compared to other methods.

These insights help identify profitable segments, top customers, and seasonal trends. They can be leveraged to improve inventory management, optimize marketing campaigns, and enhance customer experience.