

# E-commerce Sales Analytics - Insights

## Overview

This Power BI project analyzes e-commerce sales data to provide insights into revenue, profitability, customer behavior, and product performance. The dashboard visualizes key metrics such as total sales, profit trends, and category-wise distribution, helping to identify patterns and areas for improvement.

## Data Source & Tools Used

- **Data Source:** Sample e-commerce sales dataset (Excel/CSV)
- **Tools Used:** Power BI

## Key Metrics

- **Total Sales:** ₹447.7K
- **Total Profit:** ₹37.0K
- **Total Quantity Sold:** 5615 units
- **Average Order Value (AOV):** ₹895.5
- **Top Performing States and Customers**
- **Profit and Loss (P&L) by Month and Sub-Category**
- **Sales Distribution by Category and Payment Mode**

## Analysis & Insights

- Profitability varies across months, with some months showing negative profit.
- Maharashtra contributes the highest sales, followed by Madhya Pradesh and Uttar Pradesh.
- Clothing accounts for the largest share of sales, while electronics and furniture contribute significantly.
- Cash on Delivery (COD) is the most used payment method, followed by UPI and debit cards.

## **Key Insights**

- Certain regions contributed significantly higher sales than others.
- Specific product categories drove the majority of profits, while some underperformed.
- Cash on Delivery (COD) was the most preferred payment method.
- Monthly sales and profit trends showed fluctuations, indicating business cycles.