**📊 Project Title:**

**Ecommerce Sales Dashboard in Power BI**

**📁 Overview:**

This project focuses on analyzing e-commerce sales data to uncover insights about **revenue, quantity, customer behavior, and product performance**. The dashboard enables business users to **track KPIs**, analyze **regional and category performance**, and **make data-driven decisions**.

**🎯 Objectives:**

* Visualize total **sales amount**, **quantity sold**, **profit**, and **average order value (AOV)**.
* Track **sales and profit trends** across months and quarters.
* Understand **customer-wise contributions** to sales.
* Analyze sales performance by **state**, **product category**, and **sub-category**.
* Identify preferred **payment methods**.
* Enable dynamic filtering using **slicers** for time period and categories.

**📂 Data Source:**

* **Dummy e-commerce transactional dataset**
* Format: Excel (structured data with columns like Amount, Quantity, Customer Name, Payment Mode, Category, State, Sub-Category, Date, etc.)

**📈 Key KPIs Visualized:**

* 💰 **Total Amount**: 161K
* 📦 **Total Quantity Sold**: 2008 units
* 📊 **Total Profit**: 26K
* 🛒 **Average Order Value (AOV)**: 44K

**📊 Visuals & Insights:**

| **Visual** | **Description** |
| --- | --- |
| **Bar Chart (Amount by State)** | Top states like **Maharashtra** and **MP** contributed the most to total sales. |
| **Donut Chart (Quantity by Category)** | Clothing leads with **63%** of total quantity sold. |
| **Bar Chart (Profit by Month)** | Steady profit across **Q1 (Jan–Mar)**. |
| **Bar Chart (Amount by Customer)** | Customers like **Harivansh** and **Shiva** are top contributors. |
| **Donut Chart (Quantity by Payment Mode)** | **Cash on Delivery (44%)** is the most preferred payment option. |
| **Bar Chart (Profit by Sub-Category)** | **Printers** and **Phones** generate the highest profit. |

**🔧 Features Implemented:**

* Interactive **slicers** for **quarter and category filters**
* Clean, dark theme for **dashboard aesthetics**
* Dynamic KPI cards to highlight critical business metrics

**🚀 Tools & Technologies:**

* Power BI (Data Modeling, DAX, Visualizations)
* Excel (Data Source)

**✅ Outcome:**

This dashboard helps e-commerce stakeholders quickly assess business performance across regions, categories, and customers. With actionable insights, marketing and sales teams can **optimize product promotions**, **target high-value customers**, and **improve inventory planning**.

**DASHBOARD**:

