# **Task Two – Online Retail Dashboard (Nexus AI Internship)**

### Introduction

This project is part of my **Nexus AI Internship (Task Two)**.  
The objective of this task was to design an **interactive Power BI dashboard** for the Online Retail dataset, providing insights into sales performance, customer concentration, product demand, and geographical distribution.

### Dashboard Features

1. **KPI Card**: Displays **Total Sales = 543.14K**.
2. **Slicers (Filters)**: Interactive filters for **Country, Invoice Date, and Product Description**.
3. **Distribution of Order Values**: Histogram showing how most transactions are small in value with occasional high-value orders and some negative values (returns/refunds
4. **Sales Trend Over Time**: Line chart showing **Sum of Sales by Year, Quarter, and Month**.
5. **Top Products by Sales**: Bar chart ranking products with the highest contribution to total sales.
6. **Top Countries by Sales**: Horizontal bar chart showing the UK as the leading country, followed by Netherlands, Germany, and others.
7. **Top Customers by Sales**: Donut chart showing that a **small group of customers generate a significant portion of total sales**.

### Key Insights

**Sales Concentration**

* Total sales amount to **543.14K**, with the UK being the largest market.

**Order Value Distribution**

* Most transactions are clustered around small order values.
* Some negative sales values reflect product returns or cancellations.

**Seasonal Sales Trend**

* Sales fluctuate over time, with notable peaks towards the **end of the year (holiday season)**.

**Top Products**

* Products like **Picnic Bag, White Hanging Heart T-Light Holder, and Regency Cakestand 3 Tier** are major revenue drivers.

**Customer Segmentation**

* A handful of customers (e.g., IDs 18102, 17450, 14911) contribute significantly to overall revenue.

### Tools & Techniques

**Power BI Desktop**

* Data modeling and transformations.
* KPI Cards, Bar Charts, Donut Charts, Line Charts.
* Interactive slicers for dynamic filtering.

**Dataset**: Online Retail II

### Learning Outcome

Through this task, I learned to:

* Transform raw data into **visual storytelling** using Power BI.
* Apply slicers for **dynamic filtering** across multiple visuals.
* Create KPI cards, bar charts, line charts, and donut charts to highlight insights.
* Build a dashboard that is both **informative and interactive**, useful for decision-making.