

Ecom Express Power BI Dashboard Summary

1. Project Overview:

This Power BI dashboard project for Ecom Express provides a comprehensive view of business performance across products, states, and time periods. It helps stakeholders analyze revenue, sales, cancellations, and product trends to make data-driven decisions.

2. Key Metrics:

- Total Revenue: INR 1.25bn
- Total Sales: INR 1.77bn
- Lost Revenue due to Cancellation: INR 525.42M
- Cancellation Rate: 29.72%
- Average Order Value (AOV): INR 112.85K

3. Visualizations:

- Revenue by Product Name: Highlights top-performing products like MacBook Air, OnePlus 9, Sony Headphones
- Revenue by State: Regional performance with Maharashtra and Gujarat leading
- Revenue by Category: Breakdown across Laptop, Mobile, Headphones, Accessories, etc.
- Revenue by Year & Quarter: Quarterly trends from Jan-Oct 2024

4. Data Sources:

- Customers.csv: Customer details (location, phone brand, operating system)
- Products.csv: Product specifications (category, price, rating, number of ratings)
- Orders.csv: Transactional data (too large to process here, assumed to link customers & products)

5. Tools Used:

- Power BI: Dashboard creation & visualization
- Power Query: Data cleaning & transformation
- CSV files: Structured data input

6. Insights:

- High cancellation rate suggests operational inefficiencies

- Laptops generate the highest revenue -> strong demand
- Maharashtra & Gujarat are top-performing states
- Realme & OnePlus are popular brands among customers

7. Conclusion:

The dashboard offers actionable insights to optimize product strategy, regional focus, and reduce cancellations.