

# Executive Summary

**Project:** Brazilian E-Commerce Sales Dashboard (Olist Dataset)

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## Overview

This project presents a comprehensive Power BI dashboard built using the Olist dataset, providing valuable insights into sales trends, customer behavior, payment methods, and overall marketplace performance.

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## Key Highlights

- **KPI Overview:**
  - Total Revenue
  - Total Orders
  - Total Customers
  - Average Review Score
- **Sales Trends:**

Revenue over time (monthly/yearly), showing growth patterns and seasonal fluctuations.
- **Payment Analysis:**

Revenue breakdown by payment type to understand customer payment preferences.
- **Customer Feedback:**

Distribution of review scores to assess customer satisfaction and service quality.
- **Customer & Seller Insights:**

Analysis of the top 5 states by customer count and top 5 states by seller count to identify key geographic markets.

- **Interactive Slicers:**

Filter functionality based on Payment Type to enable dynamic and customized data exploration.

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## **Conclusion**

This dashboard enables stakeholders to monitor key business metrics effectively, track sales and customer behavior trends, and analyze payment methods for better decision-making.

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