E-commerce Sales Analytics Dashboard Using Power BI

Created by:
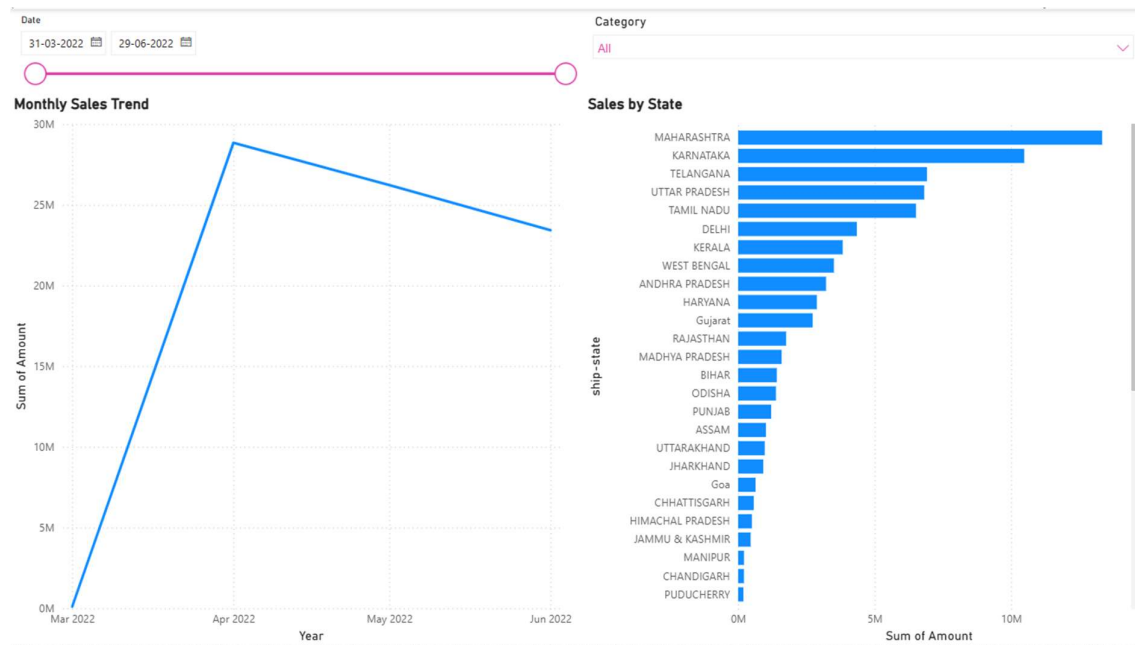
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Project Overview

This project focuses on analyzing E-commerce sales data using Power BI to gain meaningful business insights. The dashboard helps understand sales trends, category performance, order status, and key performance indicators (KPIs).

The report is designed to be interactive and user-friendly, allowing users to filter data using date and category slicers. This project demonstrates practical skills in data visualization, dashboard design, and business analysis.

DASHBOARD 1: SALES OVERVIEW

Objective:

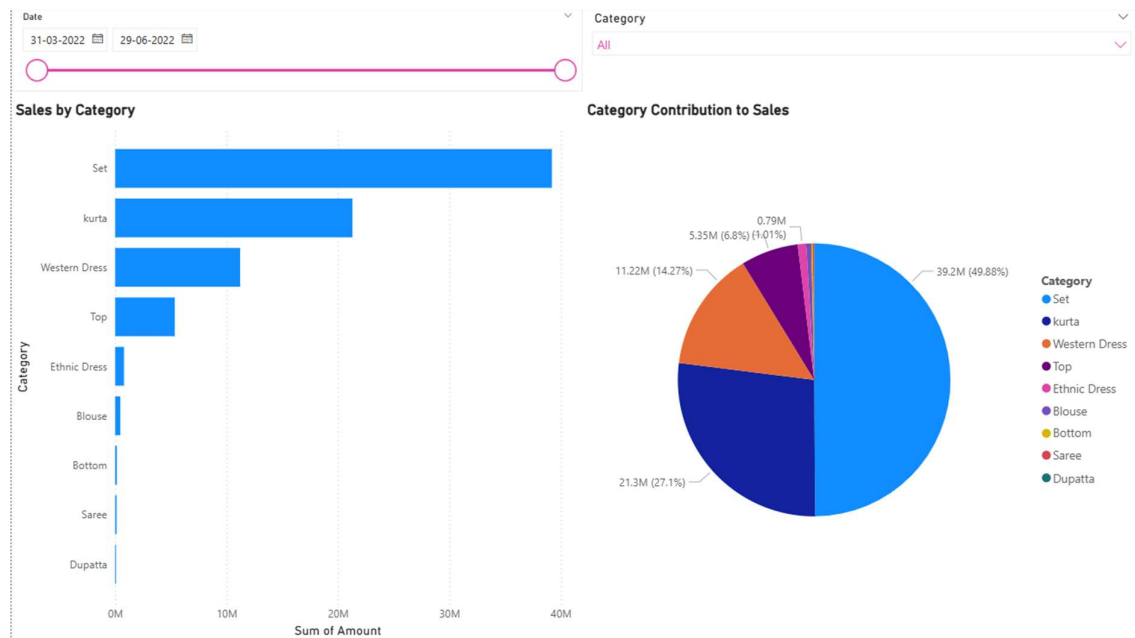To analyze overall sales performance over time and across states.

Visuals Used:

- Monthly Sales Trend (Line Chart)
- Sales by State (Bar Chart)

Key Insights:

- Identifies monthly sales growth and patterns.
- Shows which states contribute the most to sales.
- Helps track seasonal trends and regional performance.

DASHBOARD 2: CATEGORY ANALYSIS

Objective:
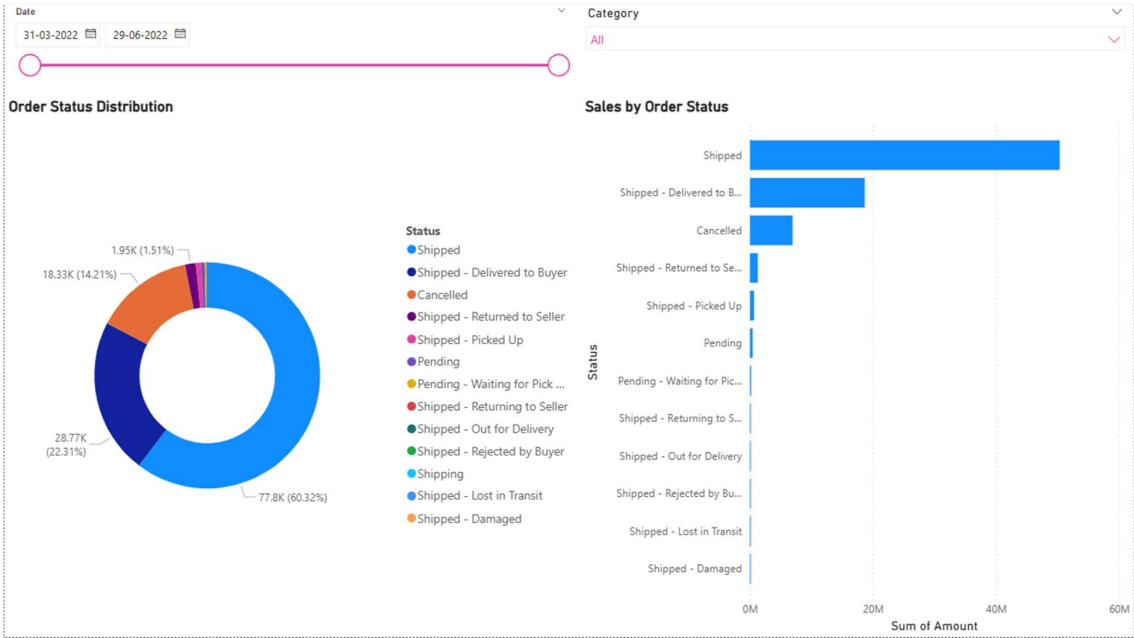To understand product category performance.

Visuals Used:

- Sales by Category (Bar Chart)

- Category Contribution to Sales (Pie Chart)

Key Insights:

- Highlights top-performing product categories.

- Shows percentage contribution of each category to total sales.

- Helps businesses focus on high-revenue categories.

DASHBOARD 3: ORDER STATUS ANALYSIS

Objective:
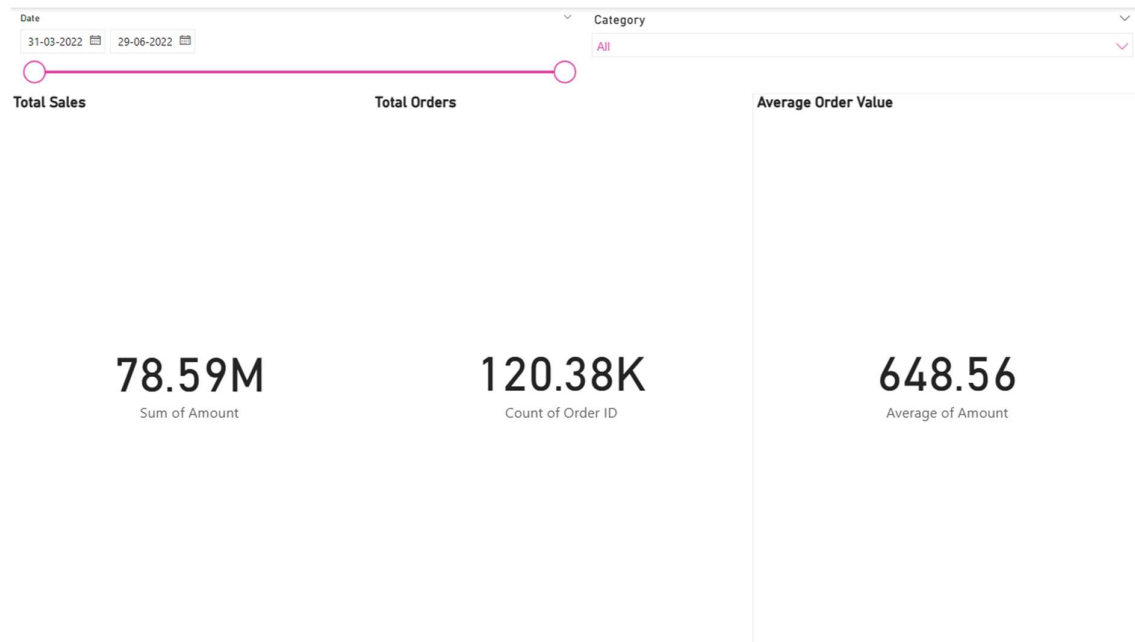To analyze order fulfillment and cancellations.

Visuals Used:

- Order Status Distribution (Donut Chart)

- Sales by Order Status (Bar Chart)

Key Insights:

- Displays delivered, cancelled, and pending orders.

- Shows sales impact based on order status.

- Helps identify operational issues affecting revenue.

DASHBOARD 4: KPI OVERVIEW

Date			Category	
31-03-2022	29-06-2022		All	

Total Sales   **Total Orders**   **Average Order Value**

78.59M   **120.38K**   **648.56**

Sum of Amount   Count of Order ID   Average of Amount

Objective:

To present key business metrics at a glance.

KPIs Included:

- Total Sales

- Total Orders

- Average Order Value

Key Insights:

- Quick summary of overall business performance.

- Supports management-level decision making.

- KPIs update dynamically using slicers.

INTERACTIVITY FEATURES

- **Date Slicer:** Filter analysis by selected date range.
- **Category Slicer:** Analyze specific product categories.
- Slicers are synced across all dashboard pages for consistent analysis.

SKILLS AND TOOLS USED

Tools:

- Power BI Desktop
- CSV Dataset

Skills:

- Data Cleaning & Preparation
- Data Visualization
- Dashboard Design
- Business Insights & Analysis
- Interactive Reporting using Slicers

CONCLUSION

This E-commerce Sales Analytics Dashboard provides clear and actionable insights into sales performance, category trends, order status, and key business metrics. The project demonstrates the effective use of **Power BI for data-driven decision making** and showcases practical analytics skills suitable for entry-level data roles.

Thank You!