**Objective of the Yogender E-Commerce Sales Dashboard**

The primary objective of the Yogender E-Commerce Sales Dashboard is to provide a comprehensive and insightful overview of the company's sales performance across various dimensions, including time, product categories, payment methods, geographical distribution, and customer segmentation. This dashboard aims to assist stakeholders in making informed decisions by highlighting key metrics such as profit, quantity sold, and top-performing regions and customers.

**Description of the Yogender E-Commerce Sales Dashboard**

The Yogender E-Commerce Sales Dashboard is a dynamic and interactive tool created using Power BI. It presents a detailed analysis of sales data, offering stakeholders a clear view of the company's performance. The dashboard includes the following key components:

1. **Profit by Month**: A Column chart showing the monthly profit trends throughout the year.

2. **Profit by Sub-Category**: A bar chart depicting profit distribution across various product sub-categories like bookcases, printers, accessories, tables, and sarees.

3. **Quantity by Category**: A Donut chart illustrating the percentage distribution of quantities sold across different product categories, such as clothing, furniture, and electronics.

4. **Quantity by Payment Mode:** A Donut chart representing the distribution of quantities sold based on different payment methods, including COD, UPI, EMI, debit card, and credit card.

5. **Top States**: A bar chart displaying sales performance in the top states, including Maharashtra, Madhya Pradesh, Uttar Pradesh, Rajasthan, and Delhi.

6. **Top Customers**: A Column chart highlighting the top customers based on the amount spent, featuring names such as Harivansh, Vrinda, Shruti, Abhishek, and Sarita.

7. **Overall Metrics**: Summary metrics indicating total sales amount, quantity, profit, and average order value (AOV) for different quarters.

**Findings from the Dashboard**

1. **Monthly Profit Trends**: The company experiences fluctuating profits throughout the year, with certain months performing significantly better than others.

2. **Product Sub-Category Profitability:** Items like bookcases, printers, and accessories generate substantial profits, while other categories show varying degrees of profitability.

3. **Category-wise Sales Quantity**: Clothing dominates the sales quantity with 64%, followed by furniture (20%) and electronics (16%).

4. **Payment Mode Preferences**: COD is the most preferred payment method, accounting for 44% of the sales, followed by UPI (21%), credit card (14%), debit card (12%), and EMI (9%).

5. **Geographical Sales Performance**: Maharashtra leads in sales, followed by Madhya Pradesh, Uttar Pradesh, Rajasthan, and Delhi.

6. **Top Customers**: Key customers like Harivansh, Vrinda, Shruti, Abhishek, and Sarita significantly contribute to the sales revenue.

**Story for Stakeholders**

The Yogender E-Commerce Sales Dashboard provides us with valuable insights into our sales performance across various dimensions. Our monthly profit trends reveal that while we have periods of high profitability, there are also months where we see a dip, indicating the need for targeted strategies during off-peak times.

Our product sub-category analysis shows that bookcases, printers, and accessories are our top-performing items, contributing significantly to our overall profit. This insight allows us to focus on expanding these categories while exploring opportunities to boost sales in less profitable segments.

In terms of sales quantity, clothing leads the market, making up 64% of our total sales. This highlights the importance of our clothing line and suggests potential for further growth in this category. The payment mode analysis indicates a strong preference for COD, which accounts for nearly half of our transactions, followed by UPI and card payments. Understanding these preferences helps us tailor our payment options to meet customer needs effectively.

Geographically, Maharashtra stands out as our top-performing state, followed by Madhya Pradesh and Uttar Pradesh. This regional performance data enables us to strategize our marketing efforts and resource allocation more efficiently. Additionally, our top customers, including Harivansh, Vrinda, Shruti, Abhishek, and Sarita, play a crucial role in our revenue generation. Recognizing and rewarding these loyal customers can further strengthen our customer relationships and drive repeat business.

Overall, the dashboard provides us with a clear picture of where we stand and where we need to focus our efforts to drive growth and profitability. By leveraging these insights, we can make data-driven decisions that align with our business goals and enhance our market position.